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Freelance Broadcast Buyer

Cole & Weber is looking for an experienced freelance broadcast buyer to buy, manage execution and stewardship, and billing reconciliation for all paid media campaigns across multiple accounts, with an emphasis in local spot broadcast TV, cable, and Radio. (Digital experience a plus, but not required)

The Freelance Buyer will be responsible for the following:

- Management of media buy process including but not limited to creating RFPs, negotiation, presentation to internal teams, approval, reconciliation and invoicing of media campaigns (CW Media Connections Supervisors & Planners will develop and provide buy parameters)
- Working with Cole & Weber Media Connections Supervisor & Planners to review media goals, objectives and strategies and translate them into RFPs
- Creating buys in STRATA buying software
- Developing cost analysis based on SQAD CPP, Industry Knowledge and market place conditions
- Management of ongoing campaigns across multiple clients (make-goods/ADUs, Bonus)
- Handling all paper-work between buyer and stations, and delivering signed/dated orders to account media supervisor
- Performing campaign analysis, optimizing media performance and informing future campaign executions and tactics.

The Ideal Candidate for this position will:

- Have 5+ years of media planning/buying experience
- Be organized, self-directed and efficient
- Thrive in a fast-paced collaborative environment, while wearing many hats (and likely juggling at least one item that is currently on fire)
- Be able to prioritize and manage multiple tasks and projects under tight timelines
- Have strong written and verbal communication skills and the ability to present buys to internal Cole & Weber teams
- Be proficient in media buying software (STRATA), other media tools and Microsoft products: Word, Excel, PowerPoint and Outlook.

To apply for this position, please email heidi.sutter@coleweber.com