

北京恒美广告有限公司上海分公司DigitalBuyingManager PDF
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https://www.100test.com/kao_ti2020/490/2021_2022__E5_8C_97_E4_BA_AC_E6_81_92_E7_c123_490918.htm 职位描述：

Job Description:The Buying Manager interacts with all vendors of paid advertising, sponsorships, search and interactive services such as games / mobile to deliver the most favourable commercial rates for digital services for OMG.. The Buying Manager is responsible for defining and implementing a digital buying strategy employing various buying models to minimize the costs and to maximize the value to OMG. The Buying Manager is responsible for driving margin improvements through aggressive negotiation and relationship building with all vendors.**Responsibilities Include:**To assist planning director to decide the best media buying strategy.To manage all buying team members to work with quality (Timing Control and Accuracy will be the most important KPIs).To keep good relationship with all media vendors and collect market information for reference.To monitor / improve all buying team members ' performance on KPIs and be extremely careful about business moral.To communicate with planning team frequently and share information among all team members (planning and buying team) anytime.To ensure / fight for the best deal for OMG and negotiate with media vendors about paying terms**Skills /**
Qualifications:A minimum of 5 years experience in online business employed in negotiating with clients or suppliers on digital media services.A thorough understanding of the digital media landscape in

China is preferred across all forms of media including Paid Advertising, Gaming, Search Engine Marketing, Mobile.TV Buyers with less online experience will be considered. Aggressive , result oriented and driven can-do attitude is required to drive team and liaise with planning teams to ensure best value for OMG. Proactive and creative in exploring ways to maximize value on a week to week and month to month basis for OMG digital is essential. This is a hands on role with many opportunities to add value to the business. Bachelors degree in advertising, marketing or related program Excellent presentation, negotiation, and communication skills Mandarin (and English as an added advantage) Effective time management and organizational skills, as well as strong attention to detail

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