



## Media Buyer

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Position Title: Media Buyer  
Reports To: Media Director  
Department: Media

Central States Marketing is seeking a dynamic and motivated Media Buyer to join our media team. You'll be joining a company considered one of Central Illinois' most innovative leaders in marketing. The Media Buyer supports the marketing department by assisting in the planning, execution, coordination, and tracking of traditional and digital media campaigns. This role primarily focuses on traditional media placements (print, out-of-home, radio, and broadcast support) while providing limited support for digital media monitoring and reporting. The ideal candidate is highly organized, detail-oriented, and able to manage multiple timelines and vendor relationships in a fast-paced environment.

### Key Responsibilities

- Coordination, development, and execution of traditional media buys across print, out-of-home (OOH), radio, and broadcast channels with moderate independence
- Build and manage full media plans, including budget allocation, flighting strategies, market selection, and channel mix
- Lead negotiations with vendors, stations, and publishers to secure competitive rates, added value, and premium placements
- Maintain strong vendor relationships and proactively identify new media opportunities or cost efficiencies
- Own insertion orders (IOs) from creation through approval, ensuring accuracy and alignment with campaign strategy
- Support the development and tracking of media schedules, insertion orders (IOs), and placement confirmations
- Oversee campaign timelines and ensure all placements launch on schedule, troubleshooting issues as they arise
- Collaborate with internal teams (creative, account, digital) to align messaging, assets, and campaign execution
- Monitor campaign pacing and performance, making real-time optimizations to improve delivery and efficiency
- Lead post-campaign reconciliation, including invoice validation and discrepancy resolution
- Lead on trafficking, documentation, and vendor communication on media buys
- Stay informed on market trends, pricing shifts, and emerging opportunities within traditional media
- Collaborate with digital teams to align cross-channel strategy, support performance tracking, and contribute to integrated campaign reporting and insights.
- Assist in monitoring digital media campaign performance through reporting dashboards and analytics tools

### Qualifications:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- 1-2 years of experience in a marketing role or relevant internship experience.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint)
- Familiarity with Asana and Monday.com
- Familiarity with social media platforms and content management systems.
- Basic knowledge of graphic design tools (e.g., Adobe Creative Suite) is a plus.
- Knowledge of Google Looker Studio is a plus
- Excellent organizational skills and attention to detail.
- Ability to multitask and prioritize in a fast-paced environment.
- Creative and innovative thinker.
- Strong analytical and problem-solving skills.
- Team player with a positive attitude.
- Self-motivated and eager to learn.

**Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.**