



## Filcro Media Staffing

**Position / Jobs** Senior Media Director, Media Director or Associate Media Director

**Locations** Miami, FL - USA - [Florida Media Directors Link](#)

**Salary** \$70,000 to \$100,000 based on experience with full firm benefits

**Industry**



**Travel  
and Leisure  
Advertising  
Agency**



**Job  
Description**

- Responsible for planning and execution of National US and Canada Broadcast, Print and Web. (Majority TV Broadcast)
- Determine effective media usage on each project providing direction, budget allocation, research information and guidance on plans and the execution of buys.
- Responsibilities also include all communications with external advertising agencies in the United States as well as Canada.
- Manage the planning, negotiation, and analysis for all print media vehicles, Broadcast and Web ensuring cost-effective programs which provides added-value and leverage to the agency's clients.

**Required**

- The ideal candidate will have superior knowledge of media theory and media terminology specifically as it applies to travel related products such as travel destinations, resorts, lodging or cruise lines
- Travel account experience would be "ideal" but a talented Media Director, Associate Media Director or Senior Media Director from any vertical will be considered.
- Ability to manage \$25 Million for TV, Print and Interactive
- This Media Director should have a proven track record at building a brand on all levels of advertising and marketing. Travel related accounts are a big plus.
- Must have strong research capabilities in order to create new strategies and innovative plans.
- Strong organizational skills to multi-task.
- Ability to manage and coordinate with outside agencies and set priorities.
- A strong sense of urgency and to perform under pressure when deadlines

are important.

- An analytical thinker.
- Strong written and oral communication skills. A person who enjoys client contact.
- This Media Director must enjoy traveling to resort and vacation destinations to meet with clients.
- Minimum 6-10 years of directly related experience with a large, multi-market retailer **or** media/advertising agency with significant retail accounts **or** equal **or** greater spend (\$25 Million) under your direction.
- College degree in business, advertising or marketing.
- This person should enjoy a Miami lifestyle and want career growth in a firm seeking a person who wants career stability and security.

## Contact

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Resume [Submission Link](#):

Web Link: <http://www.filcro.com/media-director-miami.html>

Alt Link: <http://www.filcro.com/MD.html>

EEO Employer - Miami Florida Media Director  
Filcro Media - <http://www.ExecutiveSearch.TV>

*Jobs for Advertising Agency Media Directors in Miami Florida* <http://www.filcro.com/media-director-miami.html>