

We are searching for a: **Communication Consultant (m/f)**

You will be responsible for leading the relation with the account you are in charge of, ensuring that communications strategies are effectively translated into plans and for leading the development and implementation of those plans. You will develop strategies, plan and buy media, create reports, perform analyses and provide recommendations for all media projects on your assigned account list; ensuring the smooth execution of all media details. You will also be responsible for financial tracking of client budgets and media invoices.

Your key responsibilities:

- Independently lead the strategic planning, buying and tactical implementation of multichannel media campaigns across all media channels, ensuring that those plans tie back to brand strategies and are executed in line with Carat and client processes.
- Maintain and monitor all aspects of the media plan, including establishing media objectives and strategies, developing recommendations, tracking media expenditures and invoices to ensure budget compliance, negotiation/buying, implementation and optimization.
- Collaborate with digital team and use media research tools to ensure recommendations are grounded in data
- Fully understand KPIs for brand & campaign objectives and collaborate internally on optimization recommendations
- Proactively bring new ideas, opportunities, and best practices to agency, client teams, and media – development of special advertising projects for clients.
- Stay ahead of multichannel media industry trends and developments and share new ideas with colleagues and clients
- Ensure constant communication between Carat and various creative agencies (and other external partners)

Your key skills:

Client & Internal Relationships:

- Understand the client's needs.
- Manages expectations of clients and deliverables.
- Grows business opportunities within current clients, where appropriate.
- Have a thorough understanding of all elements of the brand and specifically its strategic target and prime prospects.
- Looks to identify opportunities to offer agency service line offerings to existing clients.
- Participates and presents in New Business efforts and presentations, where appropriate.

Strategic Thinking & Leadership:

- Ensure key information is being provided to the team regarding client issues, internal agency issues, changes in account status, media etc.
- Is mindful of the client's point of view when reviewing work, leverage this perspective when providing feedback and presenting to client.
- Breaks down problems and issues into critical parts which can be resolved.

Communication Skills:

- Express oneself clearly and concisely in oral&written communications.
- Organize ideas and information logically and sequentially.
- Adapt communication style to relevant audience.
- Establish and maintain communications process within group and internal teams.
- Constructively edit and review the writing of media documents (timelines, media focus, RFPs, plans)
- Move audience to desired action through clear and persuasive delivery of information. Strategic Thinking & Leadership

Your experience and required knowledge:

- A minimum of 3-5 years of media planning/buying experience with an international agency.
- Ability to prioritize, work well under pressure with multiple assignments; meet tight deadlines and multi-task.
- Ability to complete tasks and projects independently
- Strong mathematical abilities required
- Solid negotiation skills
- Team player. Proven ability to collaborate with clients, communication consultants, creative agencies and media suppliers

- Advanced computer skills (MS Word, MS Excel and MS PowerPoint) and media research tool skills (AGB/Arianna, MEDIApuls , Gemius, ABC, TGI, etc..)

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