

**Media Buyer  
Peterborough**

**Overview:**

Due to an internal promotion we are looking for a Media Buyer to join our Innovation team on a full time permanent basis. As a business we are growing at an exponential rate so if you want to work for a business that is innovative, forward thinking and progressive this could be the position for you.

**Job Purpose and responsibility:**

- Identify the target audience for a particular media campaign and decide how best to communicate to that audience
- Manage and research a list of partners and potential partners to work with on future campaigns
- Keep up to date with industry research, including social media, programmatic ads, print and digital.
- Liaise and build relationships with clients, influencers, creators and media sales companies
- Negotiate to obtain the best rates and most appropriate media
- Work with the marketing team to ensure that campaigns are workable
- Book individual advertising spots, e.g. posts, stories, podcast, sponsored blogs etc
- Ensure that the adverts run accurately so that the desired media message is seen and heard by consumers
- Manage budgets, including preparing costings and producing spending updates throughout the campaign
- Collect and analyse sales and consumer data
- Undertake research on industry developments in your area, new opportunities and competitors' activity
- Analyse the effectiveness of the campaign and use this data to inform future campaigns.
- Focus on results based campaigns to bring awareness, leads and sales to the business

**What we offer in return**

- 25 days annual leave
- Additional Holiday buy-in scheme
- Pension contribution
- Casual dress code
- Free parking
- Social Events Team

***Progressive Property Ventures LLP is committed to being an equal opportunity employer with a diverse workforce. We will consider all applicants for employment without regard to race, religion, gender, sexual orientation, disability or age.***