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The media industry is full of people with different backgrounds, personalities and skills. With a wide range of sectors within the media industry there is always going to be something of interest for everyone. The popularity of various applications of media use by company's has greatly increased in the last few years and with it the number of jobs being created. One of these jobs would be that of a media planner. Media planners can also be known as a communications planner, strategist or brand planner.

The role of a Media Planner

The main role of a media planner is to help their clients to maximise their advertising campaign in order to reach a bigger audience through a range of different media methods. Through research methods, taking into account budget, target audience and appropriate methods in order to increase awareness of the clients brand they create a strategy, present this to the client and then move forward with the implementation. Media planners usually work within advertisement and media agencies, they can work within various sectors such as the press, television, outdoor advertising. They also work in new media, mostly within the internet in which businesses are constantly investing.

Essential Qualifications and Skills

This media job is open to all graduates however a degree in a related area such as marketing, media, business or advertising would definitely give you an advantage. Experience is also valuable and if you can gain an internship or if you have had a job in a customer service role then your interpersonal skills and experience will give you an edge over other applicants. Potential candidates would be good researchers, persuasive, logical thinkers and always have great communication skills for liaising with potential clients. It is also important to have good numeric and literary skills for use in analysis of data and writing reports. Excellent IT skills are essential as most of your work will be done using computer software and online. It is important that you have a genuine interest in media and advertising as you will need to have an awareness of the industry and media trends.

Salary

A starting salary for a media planner can range from Â£15,000 - Â£25,000 per annum depending on experience, the company applied for and where they are based. This will usually increase with 3-5 years experience to around Â£25,000 - Â£40,000 per annum. When applying for senior roles such as manager or team leader, average salaries would be around Â£40,000 however they vary widely, they reach up to Â£60,000 or more in some cases. The highest paid jobs would always be based in and around London and the Southeast of England where the larger companies are found.

The media industry is developing and expanding everyday and its quickly becoming one of the most promising industries in the world, so why not join in the revolution and go for a job as a media planner.

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