

Media Planner/Buyer – Build Impactful Campaigns That Drive Change

Are you a **culturally curious, strategically minded media expert** who thrives on collaboration and creativity? Do you see **media not just as placements, but as a powerful tool for changing behavior and making an impact**? If so, Siddall Communications is looking for a **Media Planner/Buyer** to join our team.

We are not just media buyers—we are **problem-solvers, culture watchers, and strategic thinkers** who push boundaries to make every campaign smarter, bolder, and more effective. We work on **high-impact, behavior-changing campaigns** that save lives, shift public perception, and connect with diverse audiences.

As a **Media Planner/Buyer at Siddall**, you'll do more than just place ads—you'll build **strategic, data-driven media plans** that reach the right audiences in the right moments. You'll collaborate with **creative minds, PR experts, and research teams** to bring fresh ideas to the table and ensure **every media dollar is maximized for real impact**.

What You'll Do

- **Strategize & Execute:** Develop **smart, innovative** media plans that leverage **data, audience insights, and cultural trends** to drive behavior change.
- **Think Beyond the Buy:** Work closely with our **creative and strategy teams** to align messaging with placements, ensuring campaigns aren't just seen, but truly felt.
- **Negotiate & Optimize:** Build strong relationships with media vendors to **secure added value, negotiate the best rates, and stretch budgets further**.
- **Analyze & Adapt:** Monitor campaign performance, pull insights from data, and make **real-time optimizations** to maximize impact.
- **Innovate & Inspire:** Stay ahead of **emerging trends, platforms, and technologies**, bringing **new opportunities and fresh thinking** to our media strategies.

What We're Looking For

- **A strategic thinker** who sees media as more than just numbers—it's about impact, influence, and engagement.
- **An experienced media planner and buyer** who has been in the space at least 3 years
- **An organized, detail-obsessed planner** who can juggle multiple campaigns, vendors, and deadlines while keeping everything running smoothly.
- **A culture consumer** who understands **how and where people engage with media** and can bring fresh ideas to our work.
- **A relationship builder** who thrives on collaboration—both internally with teams and externally with media vendors.
- **A results-driven problem solver** who isn't afraid to push boundaries, try new things, and optimize for performance.

Bonus Points If You Have Experience With:

- Advantage/Webvantage
- Scarborough/Prime Lingo
- Meta Business Manager
- Google Ads

Why Siddall?

We are a **mission-driven agency** that believes in creating ***Art that Inspires Action***. We're passionate about **great strategy, bold creative, and media that truly moves people**. Here, you'll work on **meaningful campaigns that make a difference, alongside a team that values collaboration, innovation, and big thinking**.

If you're ready to bring **your media expertise, cultural curiosity, and strategic mind** to a team that's driving real change, **we want to hear from you**.