

# DIGITAL SPECIALIST

## AND MEDIA PLANNING & BUYING MANAGER

Here is a Brilliant Opportunity to explore new horizons.

Our work has just achieved over **75 million views** on the web - and hits awareness and influence scores that leave other advertisers far behind.

We need a fast thinker with a proven passion for metrics.

Working closely with the agency Media Director, ideally the successful candidate will have experience in:

- Digital planning and buying including Search, Display, Programmatic, Social, Video, Mobile, Email Marketing, Ad-serving Technology, Analytics and CRM.
- Media planning and buying across non-digital sectors such as TV, Radio, Press, Outdoor, Cinema etc.
- Knowledge of TGI, DDS, eTelmar for Radio, Route/JNOR and other media technologies.
- Innovative media ideas which have been brought to clients.
- Excellent presentation and communications skills.

If you have the talent to meet our needs then email your CV and a written summary of why you can deliver for our clients to the Media Director at *LyleBailie* - [robert.lyle@lylebailie.com](mailto:robert.lyle@lylebailie.com)

Because our world is all about fast, accurate precision, the deadline to apply is Wednesday 13 April at 5pm.

LyleBailie is an Equal Opportunities Employer, selecting talented people on merit alone and welcoming qualified applications from all, regardless of religion, gender, colour or ethnic origin, sexual orientation, disability or political opinion.

WITHOUT DEPTH, ALL IS SHALLOW

*LyleBailie*  
INTERNATIONAL



31 Bruce Street, Belfast, BT2 7JD

