

### Media Buyer

As a media buyer, you'll play a key role in ensuring that advertising and promotional campaigns reach the highest number of people in your target audience at the lowest possible cost.

Roles tend to be based in advertising and media agencies. You may work across different media or specialise in a particular area, such as: film, internet, print, radio, television. You'll usually work on more than one client account at a time. In some full-service agencies, the role of media buyer is combined with the role of a media planner.



#### Skills:

You'll need to have:

- good numerical, analytical and research skills to evaluate campaigns
- excellent written and oral communication skills
- teamwork and interpersonal skills for liaising with clients and colleagues
- presentation skills for reporting back to clients
- strong organisational skills, accuracy and the ability to assimilate information quickly
- negotiation skills to get the best advertising space at the best price
- a good understanding of media
- the ability to work under pressure, meet deadlines and make decisions quickly
- IT literacy
- creativity and problem-solving skills
- commercial and budget awareness.

#### Qualifications:

You can become a media buyer with any degree, but the following subjects are particularly useful and may increase your chances: advertising, business, or management studies, English and journalism, marketing, media studies and communications, psychology, statistics, or operational research. Entry without a degree or Higher National Diploma (HND) is sometimes possible, especially if you have relevant experience and excellent interpersonal skills. It's possible to start in a different role within an agency, gain experience and then work your way up to the role of buyer.

#### Working hours:

Working hours are typically 9am to 5pm, with extra hours when deadlines have to be met. Shift work is rare. Some agencies have flexible working hours on the understanding that staff will work late if a tight deadline is to be made. You'll often be expected to network with clients and media sales representatives at lunchtimes and in the evenings.

#### Salary:

- Starting salaries for media buyers are generally in the region of £18,000 to £25,000.
- With around three to five years of experience you can earn between £26,000 and £35,000.
- Senior buyers and media directors with significant experience, can earn over £50,000.

<https://www.prospects.ac.uk/job-profiles/media-buyer>

