

9LETTERS

#301-107 East 3rd Avenue
Vancouver, BC Canada V5T 1C7

Job Description

Position Title: Junior Planner & Buyer, Connections (Full time, Ongoing)

Salary Range: \$55,000 - \$58,000 (Commensurate with experience)

Last Date Revised: April 10, 2026

At 9Letters, we believe brands earn attention when clarity meets creativity. As our **Junior Connections Planner & Buyer**, you will support the development and execution of integrated media strategies that drive meaningful connections between people and brands. This role sits within the Connections team and works closely with Strategy, Creative, Production, and Client Services to ensure campaigns are well-coordinated, accurately executed, and aligned with client objectives.

The ideal candidate is detail-oriented, proactive, and eager to build foundational skills in media planning and buying within a collaborative, fast-paced agency environment.

Connections Strategy, Planning & Research

- Support senior team members in the development of media strategies and connection plans that align with client objectives, target audiences, and consumer journeys.
- Assist in pulling and analyzing research using tools such as Vividata, Lens, COMMB, and platform planning tools to build foundational understanding and contribute to planning.
- Support the evaluation of media opportunities and POV development, assessing alignment with campaign and business objectives.
- Work with senior team members to plan smaller campaigns, including:
 - Supporting RFP processes with vendors.
 - Evaluating proposals and selecting appropriate tactics.
 - Assisting in the development of blocking charts and presentation decks.
- Stay current on media trends and emerging platforms, sharing relevant updates with the team.

Media Buying & Campaign Execution

- Work closely with senior Connections team members to ensure campaigns are executed in line with approved strategies, budgets, and timelines.
- Coordinate with media vendors to book approved campaigns, ensuring contracts are accurate and aligned with plan details.
- Support communication of creative specifications, assets, and material requirements with Production, Strategic Services, partner agencies, and clients (for media-only accounts).
- Begin to independently execute smaller buys across select channels such as digital, radio, and print.

Digital Campaign Setup & Optimization

- Develop and maintain digital trafficking sheets, ensuring proper naming conventions and accurate setup.
- Set up and manage campaigns within self-serve platforms including Meta (Facebook/Instagram), LinkedIn, TikTok, and other relevant platforms.
- Support the setup of reporting templates using tools such as Looker Studio based on campaign requirements.
- Monitor campaign pacing and performance, flagging issues or opportunities to senior team members.

Budget Management, Maintenance & Reporting

- Maintain the integrity of media buys by ensuring accuracy and consistency across plans and systems.
- Input media buys into MediaOcean/Prisma for billing and support invoice reconciliation processes.
- Assist in maintaining and updating MediaOcean entries and blocking charts to reflect campaign changes and optimizations.
- Support reporting by pulling data and insights using Looker Studio, including basic optimization recommendations.
- Participate in client reporting calls, supporting the delivery of performance updates.
- Assist in the development of post-campaign reports by compiling data and contributing to clear, organized PowerPoint presentations.

Relationships & Cross-Team Collaboration

- Build and maintain positive working relationships with internal teams and media vendors.
- Collaborate with Strategy, Creative, Production, and Client Services teams to ensure campaigns are executed effectively.
- Support senior team members in day-to-day coordination and communication across teams.
- Demonstrate a proactive approach to learning and contributing to team success.

Qualifications – Education & Experience

- 2–3 years of experience in media planning and/or buying, ideally within an agency environment.
- Experience supporting traditional and/or digital media campaigns.
- Exposure to buying across channels such as digital, radio, and print is considered an asset.

Qualifications – Skills & Competencies

- Strong attention to detail and organizational skills.
- Ability to manage workload effectively and meet deadlines.
- Strong communication skills and ability to collaborate across teams.
- Foundational understanding of media planning and buying processes.
- Willingness to learn and develop expertise in media tools and platforms.
- Proactive, adaptable, and comfortable working in a fast-paced environment.

What We Offer

- Opportunity to work on a diverse range of clients and integrated media campaigns.
- A collaborative, supportive, and growth-oriented agency culture.
- Exposure to experienced team members and opportunities for professional development.
- A chance to build foundational skills in how brands connect with people in meaningful ways.

Key Performance Indicators

- Accurate and timely execution of media plans and buys.
- Strong attention to detail across campaign setup and maintenance.
- Effective support of planning, reporting, and campaign execution.
- Clear communication and collaboration with internal teams and vendors.
- Ongoing development of media knowledge and technical skills.