

9LETTERS

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

Position Title: Intermediate Planner & Buyer

Date: April 10, 2026

At 9Letters, we believe brands earn attention when clarity meets creativity. As our **Intermediate Connections Planner & Buyer**, you will play an important role in developing and executing 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 strategically aligned, effectively executed, and delivered on time and on budget.

The ideal candidate is organized, analytical, and collaborative, with growing confidence in media planning and buying across multiple channels and a strong understanding of the evolving media landscape.

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.
- Analyze and evaluate media opportunities and POVs, assessing alignment with campaign and business objectives.
- Assist in pulling and interpreting research using tools such as Vividata, Lens, COMMB, and platform planning tools to inform planning recommendations.
- Continue building knowledge and confidence in key media planning tools and research methodologies.
- With support from senior team members, lead the planning process for small-to-mid-sized campaigns, including:
 - Managing RFP processes with media vendors and negotiating rates.
 - Evaluating proposals and selecting tactics aligned with campaign objectives.
 - Developing blocking charts, media plans, and presentation decks.
 - Presenting recommendations to clients and refining plans based on feedback.
- Stay current on media trends, consumer behaviour, and emerging platforms, proactively 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 approved plans.
- Support communication of creative specifications, assets, and material requirements with Production, Strategic Services, partner agencies, and clients (for media-only accounts).
- Independently execute buys across select channels including digital, radio, and print, with growing exposure to broader media channels.
- Ensure campaigns launch accurately and on schedule while maintaining the integrity of approved plans.

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 all media buys by ensuring accuracy and consistency across plans, systems, and reporting.
- Input media buys into MediaOcean/Prisma for billing and invoice reconciliation where applicable.
- Support coordinators by reviewing buy input and ensuring accuracy when applicable.
- Maintain and update MediaOcean entries and blocking charts to reflect campaign changes and optimizations.
- Pull insights and performance data for reporting, including optimization recommendations for digital campaigns.
- Participate in client reporting calls and support communication of campaign performance updates.
- Assist in the development of post-campaign reports by compiling relevant data, insights, and learnings into clear PowerPoint presentations.

Relationships & Cross-Team Collaboration

- Build and maintain strong working relationships with clients, vendors, and internal teams.
- Collaborate with Strategy, Creative, Production, and Client Services teams to ensure campaigns are executed effectively and collaboratively.
- Leverage vendor and partner relationships to stay informed on market conditions, trends, and opportunities.
- Demonstrate a proactive and solutions-oriented approach to teamwork and client support.

Qualifications – Education & Experience

- 4–5 years of experience in media planning and buying, ideally within an agency environment.
- Experience supporting and independently managing traditional and/or digital media campaigns.
- Ability to independently buy across channels such as digital, radio, and print.
- Experience planning and coordinating small-to-mid-sized campaigns.

Qualifications – Skills & Competencies

- Strong organizational and time management skills with excellent attention to detail.
- Ability to manage multiple priorities and deliver work accurately and on deadline.
- Strong communication and collaboration skills across teams and clients.
- Growing strategic understanding of media planning and buying processes.
- Proficiency in Microsoft Excel and PowerPoint.
- Familiarity with tools such as Vividata, Lens, COMMB, platform planners, Looker Studio, Datorama, MediaOcean, and Prisma.
- Proactive, adaptable, and comfortable working in a fast-paced agency 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, maintenance, and reporting.
- Effective support and coordination of planning, buying, and reporting activities.
- Clear communication and collaboration with internal teams, vendors, and clients.
- Continued growth in strategic media planning and buying capabilities.

Salary Range: \$58,000 - \$63,000

