

## Media Planner

### Description

About Life360 Life360's mission is to keep people close to the ones they love. Our category-leading mobile app and Tile tracking devices empower members to protect the people, pets, and things they care about most with a range of services, including location sharing, safe driver reports, and crash detection with emergency dispatch. Life360 serves approximately 66 million monthly active users (MAU) across more than 150 countries. Life360 delivers peace of mind and enhances everyday family life with seamless coordination for all the moments that matter, big and small. By continuing to innovate and deliver for our customers, we have become a household name and the must-have mobile-based membership for families (and those friends that basically are family). Life360 has more than 500 (and growing!) remote-first employees. For more information, please visit [life360.com](https://life360.com). Life360 is a Remote First company, which means a remote work environment will be the primary experience for all employees. All positions, unless otherwise specified, can be performed remotely (within the US) regardless of any specified location above.

**About The Team** The Growth Marketing team is a savvy, experienced, scrappy, and adaptive group of data-driven marketers who solve business growth challenges and identify paths to profitable customer acquisition by leveraging tactical experience, team mentality, and creative problem solving. We have a relentless pursuit to optimize, grow, and outperform our goals.

**About the Job** We are seeking an analytical and motivated Media Planner to join our dynamic marketing team. The Media Planner will play a crucial role in driving the success of our paid social, streaming video, streaming audio, linear TV, and offline reporting channels. The ideal candidate will have a strong background in media planning, channel stewardship, and data analysis, with a passion for optimizing performance and driving results against a range of business KPIs. The US-based salary range for this position is \$80,000 – \$105,000. We take into consideration an individual's background and experience in determining final salary- therefore, base pay offered may vary considerably depending on geographic location, job-related knowledge, skills, and experience. The compensation package includes a wide range of medical, dental, vision, financial, and other benefits, as well as equity.

**Who You Are**

- Emerging Media Enthusiast:** With a growing understanding of the digital media scene, you're adept at finding your way around social, streaming video & audio, linear TV, and out-of-home advertising, and you're eager to learn more about these strategies.
- Trend Observer:** You're developing a sharp sense for identifying and digesting advertising trends, ready to assist in turning those observations into actionable plans.
- Team Contributor:** You excel when contributing to a group, learning from every interaction with internal teams and external partners and valuing the collective process.
- Proactive Learner:** Recognizing the fast-paced nature of paid media, you show a dedication to personal growth and professional development, building on your experience.

**Key Responsibilities**

- Channel Execution Support:** Monitor, optimize, and troubleshoot media campaigns to ensure delivery against key performance indicators (KPIs) and budget targets. Provide ongoing analysis and insights to inform optimization strategies and drive continuous improvement.
- Channel Management & Programmatic Engagement:** Build, optimize, and troubleshoot media campaigns across various channels to ensure they meet or exceed KPIs. Leverage hands-on experience with DSPs to implement programmatic marketing strategies that enhance campaign performance.
- Performance Monitoring:** Monitor performance metrics and campaign pacing across all campaigns, including tactical performance, and creative performance metrics. Identify trends, insights, and areas for optimization to maximize campaign effectiveness and ROI.
- Media Planning:** Collaborate in the development and execution of strategic media plans to effectively reach target audiences across Paid

### Hiring organization

Life360

### Job Location

San Mateo, California, United States

### Base Salary

\$ 62500 - \$ 105000

### Date posted

May 25, 2024

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Social, Streaming Video & Audio, and Linear TV. Media Execution to Creative Development: Collaborate with internal creative teams to develop compelling ad creative that resonates with target audiences and drives engagement. Cross-Departmental Reporting: Collaborate with cross-functional teams, including analytics, finance, and marketing, to provide comprehensive reporting and insights on media performance. Communicate key findings and recommendations to stakeholders to inform decision-making and drive alignment. Support our Growth Marketing Team: Assist in preparing recommendations, reports, forecasts, and analysis of performance for our Growth Marketing channel leads, and director to support the marketing organization's short and long-term goals. What We're Looking For 3+ years of experience in managing paid media background in both membership-based and DTC hardware businesses. Hands-on experience in paid marketing campaigns, and channel stewardship; marketing agency experience is preferred. Channels including but not limited to Meta, Pinterest, TikTok, programmatic DSPs/streaming video + audio, podcasts, OOH, LinearTV, direct mail, and other paid media platforms. Proficiency in analytics working in both direct response and brand awareness-based campaigns. Understanding of attribution models and incrementality and how to use them for ongoing platform optimization efforts including MMM or MTA. Excellent communication and collaboration skills, with the ability to effectively interface with cross-functional teams and external partners. Experience managing international and multi-language paid media campaigns (North America, EMEA, APAC) is a plus. Detail-oriented mindset with a focus on accuracy and precision in campaign execution and reporting. Bachelor's degree or higher in advertising, marketing, business, or statistics fields. Our Benefits Competitive pay and benefits Medical, dental, vision, life and disability insurance plans (100% paid for employees) 401(k) plan with company matching program Mental Wellness Program & Employee Assistance Program (EAP) for mental well being Flexible PTO, 13 company wide days off throughout the year Winter and Summer Week-long Synchronized Company Shutdowns Learning & Development programs Equipment, tools, and reimbursement support for a productive remote environment Free Life360 Platinum Membership for your preferred circle Free Tile Products Life360 Values Our company's mission driven culture is guided by our shared values to create a trusted work environment where you can bring your authentic self to work and make a positive difference. Be a Good Person – We have a team of high integrity people you can trust. Be Direct With Respect – We communicate directly, even when it's hard. Members Before Metrics – We focus on building an exceptional experience for families. High Intensity, High Impact – We do whatever it takes to get the job done. Our Commitment to Diversity We believe that different ideas, perspectives and backgrounds create a stronger and more creative work environment that delivers better results. Together, we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees. It fuels our innovation and connects us closer to our customers and the communities we serve. We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their authentic best selves to work. We are an equal opportunity employer and value diversity at Life360. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, disability status or any legally protected status. We encourage people of all backgrounds to apply. We believe that a diversity of perspectives and experiences create a foundation for the best ideas. Come join us in building something meaningful. Even if you don't meet 100% of the below qualifications, you should still seriously consider applying! #LI-Remote \_\_\_\_\_

Please mention the word **\*\*INDIVIDUALIZED\*\*** and tag RMy44MC4yMTUuMTM2 when applying to show you read the job post completely (#RMy44MC4yMTUuMTM2). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're

human.

## **Contacts**

Job listing via RemoteOK.com