textio

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https://textio.com/talent/

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General Market Media Buyer

Job listing for a **Marketing** role in **San Francisco**   ⬤ Shared by you

¶ Our agency needs a killer media buyer. Fun, fast paced... blah blah. Look, no kidding here. We tend to work hard and we hope you will too. We're smart and passionate; you will need to be as well. We're rapidly expanding and need an experienced media buyer and an visionary leader. While we're focused on television, experience in other mediums is a huge plus. You understand when you need to book and when to go the general market route.

Do you have a great sense of humor? Do you want to work somewhere your unique voice will be heard? Are you driven by the ability to set and exceed ambitious goals? When you see something that's a problem, do you make a change or just complain?

A couple of things that you must do in this role:

- Work with vendors to nurture exciting partnerships for our clients
- Teach everyone in the company something new in technology

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34   Textio Score
Below Average

Strengths
- Uses positive language
- Length is just about right
- Strong use of active language
- Appropriate use of adjectives

Problems
- Uses corporate cliches
- Missing equal opportunity statement
- Uses candidate language
- Needs more 'we' statements

Somewhat masculine tone

Documents

Import and **export** Word files from your computer, Dropbox, and Box.

To collaborate on a shared document, just copy the **link** and send it to anyone on your team.

You never need to save: Textio auto-saves everything! Revert anytime to a prior version in your **history**.

Authoring

Easily **format** your text using the smart contextual menu

For accurate scoring:
- enter a **job title**
- choose a **document** type
- select the **role** type
- select a job **location**

Set your document to either **shared** with your team or **private**.

Hover over **key phrases** for details and suggestions.

Guidance

Your **Textio Score** predicts the effectiveness of your document. An 83 means it will perform better than 83% of similar documents.

The **strengths** and **problems** show you where to focus your editing. Click each item to learn more.

The **tone meter** indicates the statistical ratio of men and women who will apply to your role.
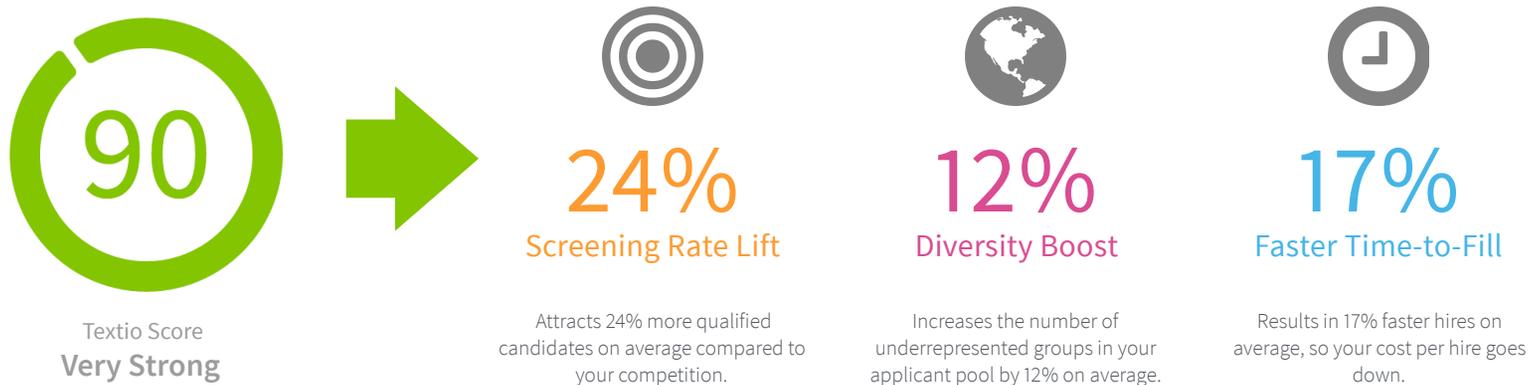
Collaboration

Open the **document library** to access all of your documents and those shared by your team.

You'll also find team **analytics** and **achievements** reports here.

Open the user menu to
- change your **account settings**
- see your **achievements**
- **sign out** of Textio

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90

Textio Score
Very Strong

24%
Screening Rate Lift

Attracts 24% more qualified
candidates on average compared to
your competition.

12%
Diversity Boost

Increases the number of
underrepresented groups in your
applicant pool by 12% on average.

17%
Faster Time-to-Fill

Results in 17% faster hires on
average, so your cost per hire goes
down.

Documents with a score of **90+** and neutral tone show the strongest average performance improvements.
So before any job post goes public, double check each of these items to maximize its effectiveness:

☐ **Check the library.** Does your Textio library already have high-scoring job posts for you to start from?

☐ **Title your posting.** Textio's predictive engine uses job title to adapt the feedback that you get.

☐ **Pick a location and job type.** Textio provides phrases and feedback that are specific to these selections.

☐ **Get above 90.** If your Textio Score isn't at 90 or higher, just keep at it—that's where performance really improves.

☐ **Find a neutral tone.** Gender-neutral posts fill an average of 14 days faster than those with a biased tone!

☐ **Share your work.** Once it's the best it can be, share your job post for the rest of your team to use.