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## MODERN MEDIA MANAGER PROFESSION OF THE ESSENCE

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### Annotation:

Modern management of companies operating in the conditions of market economy, enterprises, their embodied as a system of production and economic activity of the organizations and management necessary to maintain the effective functioning and development that will create the conditions holds. Of Mediamenegmant by the author of the article the essence, is the study of the basic concept and its specific features. Mediamanagement in organizational structure and to study the effects of its business activities on the outcome of the developments outlined copyright and they stuck. Media managerning functions, causing their professional and personal competence mentioned.

**Keywords:** Media, mediamenegment, mediabuisness, manager, media, advertising, strategic management, medias in manager, information processes, marketing, competitive environment, promoter, of the mass media.

Today, mediamanagement, government policy, market mechanisms and the creative potential of combining the integrity of each person in a management culture phenomenon. Personally, this versatile media aimed at improving the activities in the field of it or not.

Mediamenegment - this media enterprises, which identify problems and incidents and descriptive of managing strategic and operational business administration. Media management, strategic management, procurement management, production management, organizational management and marketing of media enterprises of functions.

The main objective of mediamenegmentining - a high quality product and create the correct place (in the imagination of the target audience, in perception, the concept that is produced from the product better product as far as possible the formation of image in a way that is different), these factors the enterprise to sell the product to the giver, and to offer to buy no further advertising will help.



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The aim of the work results, only the manager and self management is the means to achieve the main goal. Coordination with internal and external processes management processes is the task of the modern media manager.

It is important to consider the following factors:

- financial (income from going to exceed the target cost)
- meaningful (production of high quality media products)
- marketing (sale of goods in the market information)
- the staff (relations with the public, employees of the case)

In the media market media management refers to strengthening the competitiveness of enterprises. The main task of mass media is to offer information services to the community and responsibility.

All professionals working in the field of media and information subtleties let you know not only technological, but also create a strategy for the further development of certain media they should.

From media manager will determine what is required :

1. Having special knowledge and experience gathered in the field of media, modern media, economic and media education to be able to meet the high standards of the business.
2. Organizational communications, information delivery, as well as different socio-political conditions, the reliable and have the ability to convince the masses delivered in front of you.
3. Changing market conditions in the information and communication activities of active, flexible and active management required knowledge and skills.
4. Or open a new company in the field of media available to the company for the development of the ability to set up a business plan.

Facilities management – consumers (readers, viewers, listeners), information process, at various levels of the media industry media resources.

“Media management - this mass to the mind, as well as mass media and communication management through the mind of a certain person. In modern conditions, not everyone can be a media manager. The rapid development of social networks and this can be due to the appearance of attractors in them. They have the ability to affect the environment. Of course, the intelligence services, medium and large business representatives, as well as major media employees, people with an active lifestyle media manager.



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Conclusion words media manager description can be as follows:

Others know more than the media manager, terrible, you must be cautious and surprisingly simply a huge reaction. "Today, more than media manager media manager. It's the talented, is the leader in modern market trends will make you feel technical in their own time. Media manager strategic changes the situation require it and, if available, should be willing to risk some. Hard work and determination to achieve goals, as well as the effective interaction between all market participants will help to achieve success in this extremely competitive environment. The media, advertising, sponsors have demand for people who know how to make money today more than ever. All of them works in media, just different positions, top-pull the staff from the manager a simple usual. Worth mentioning, there are really too many problems in the area and the main thing - the media business works and how the lack of skilled managers who understand how the business works in general dramatically. Media management is a very specific thing, then, because, unlike the other fields, personnel, creative teams, working with such areas as there are creative.

"Media manager deals with creative workers, many of them it is possible to apply standard control mechanisms. Because workers may not be as simple as taught by stimulating them classic management, managing a track that can be known by, operated to move the fixed and can not be separated; as a "simple" at a glance those below was surprised when the manager stood with his hands empty - smoking in the room to discuss something, talk on the phone, on the internet and I passed, but at the end of the day, how mysterious is the way, the new newspaper was ready. Most of the media management requires rapid adaptation to technological innovation. You should be very sensitive to changes in the external environment relationship. For example, in recent times consumed by the audience through mobile devices not only text, but also has significantly increased the volume of video content, the text in addition to the content in the app, so the share should increase. Media manager, first and foremost, understanding the specific characteristics of the creative process, form and content of the genre, which can be savvy consumers of products available platform for creative officer. He himself is working to understand the specific characteristics of the audience you should be able to create new things and to the external environment. All humanitarian aspects of this often who drew attention to the exact scheme of the classic managers often are not fully understood.

Media manager`s professional and personal competencies:



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- As an expert on successful marketing manager or marketing practical experience.
  - The ability to manage multiple projects in parallel.
  - Activity, responsibility, independence, creativity, active life position, good analysis ability, determination is not.
  - Computer knowledge: safe microsoft office user ( word , excel , PowerPoint ), editors, and graphic design programs ( Paint , ACDSsee , coreldraw , photoshop ), video editors ( Vegas Pro)), Cinegy , adobe reader , SMM Planner , the weather Studio , BroBot , Yandex.Metrica , google analytics, Analytics brand , PR-c professional Mediator Mail.ru, Medialogy , live wk , Ok Live .
  - Ability to work in social networks, SMM, SEO basic knowledge.
  - Speaking in front of the public to conduct auditioned to various events.
  - Inter-sectoral communication skills (various associated in the network and associated technology, process and understanding of the market situation).
  - Multilingual and more civilized (well you know the English language and a second language, to know the partner country's national and cultural context to understand and understand the specific characteristics of working in the industry in other countries).
  - Teams, ability to work with groups and individuals.
  - The ability of artistic creativity, enhanced didning aesthetic presence.
  - Customer focus, ability to work with consumers in the survey.
  - The rapid change in the mode of work and working conditions of high uncertainty (and make quick decisions to respond to changing business conditions, the ability to manage distribution of resources and time).
  - terms of the ability to create any media product media know and independently.
  - Know the legislation on advertising.
  - The principles of psychology.
  - Flexibility of thinking
- Media manager one with the works:
- The legal group (lawyer)
  - publishing and printing house (maket designer, the production editor, publisher, corrector, printer, editor, typographical)



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• It and the creative team (HTML maket designer, database administrator, site administrator, bloggers, speakers, content manager, kopirayter, radio apart, system administrator, tv journalist, actor, animator, DJ, designer, journalist, sound engineers, directors, composers , Operator, Producer, Scenarios author, Photographer)

• - Economic group (brand manager, accountant, distributors, marketers, media buyers , pr manager, purchasing manager, sales manager, advertising manager, promoter, secretary, press secretary)

• Etc. These are just the basic interests of the scope and effects of media managerning are specialists. Accordingly, with all the media manager should be able to communicate in languages and knowledge of the terms, then the data obtained for other sections of the directory changes.

Modern media manager - this is the connection between the activities of different social groups and public entities which constitute tool. Such specialist project manager and analyst at ideologues competition hugs, creating mediacontent also, when media products to promote them and also creative thinking in the development of the concept of the project should have the ability to.

What makes media manager?

The effective management of content and media manager in a variety of media to promote and perform the basic functions that are important to a number of parties.

Their main functions:

- Development of media strategies: Media campaigns, create strategic plans for the target audience and identify the most suitable distribution channel selection.
- Content management: the content and format of the audience interested in the subject, materials, including text, video, graphics, audio content and identify.
- Media planning and buying advertisements: advertising platform for you to choose, negotiating with suppliers, manage the budget and advertising campaigns.
- Market monitoring and analysis: technical analysis of market trends, competitive and strategic media assess the effectiveness of their study.
- Social media management: social media strategy development and implementation involved in the management of content and followers.
- Projects and coordination group: media-who is involved in the creation and spread of content and group project management.





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- Communication with the public and pr: PR the organization of the event, manage relations with the press and the public.
- Legal and ethical compliance: ensure compliance to legal requirements and ethical standards and the content of the advertising campaign.
- Analysis and reporting: the media on the results of the campaign, prepare reports and recommendations on the improvement of data collection and analysis strategies.
- Innovation and technology: the newest technologies in the field of digital media and marketing trends, and strategic implementation to integrate media and calamities will track.

This is the role of the media-manager, creative, analytical and management skills, the combination of stepping up, as well as to regularly update their knowledge in the rapidly changing media landscape requires.

Media managers where does it work?

The content of the media manager, media and communication strategies they can find work in various sectors and organizations that are important to management.

The main tasks for the media manager:

- Advertising agencies: advertising campaigns for clients including the creation and management of strategies and content development.
- Corporate marketing: marketing strategies and pulled from the primary index, which requires the development and implementation of large corporations work in the marketing department of various different organizations.
- Media companies and publishers: news agencies, magazines, newspapers and in online publications, and manage content creation and dissemination.
- Digital agency & web studio: websites, mobile applications and social networking, which includes development and management of digital content.
- Television and broadcasting companies to manage the production and dissemination of content on television and radio.
- Pr agencies: the development and implementation of the communication strategy with the public, clients, reputation management and branding.
- Education and nonprofit organizations: management strategies in nonprofit organizations and educational institutions, and media content.



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- Freelancing and independent work: make or work as independent consultants who provide services in the field of media management Frilanser.
- Consulting agencies: specialized consulting services in the field of media and communications.
- Startup and technology firms: technological innovation and development and management of the company in the media strategy.

Adapted the work of the media manager, media and communications require the ability to adapt to rapidly changing trends in creativity and will.

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