

# REPUBLIC★F MEDIA

## Job Details

Job Title	Media Executive	Line Manager(s)	Leigh Herbert, Director of Client Services
Salary	Negotiable, depending on experience		
Department	Communications Planning		
Location	Manchester		
Hours	37.5 hours per week	Permanent or Fixed Term	Permanent (3-month probationary period)
Job Reference #	Man07		

## Who are Republic of Media?

Republic of Media is an independent communication planning and media buying agency with offices in Manchester and Edinburgh. An expert team of media planners and buyers, we deliver effective business orientated solutions that generate growth for clients in sectors including gambling, retail, FMCG and public sector. Our values define who we are and the type of people we're looking for: Progressive, United, Open, Positive and Agile. Our 2018 awards include the Marketing Society Scotland's Gold Media Award & Star Agency of the Year, The Drum Digital Trading Awards' coveted Grand Prix Award and we finished in 15<sup>th</sup> position in Campaign Magazines Best Places to Work (in adland) report.

An IPA (Institute of Practitioners in Advertising) member agency, we have been trading for over 6 years and are one of the fastest growing media agencies in the UK. With an established Edinburgh base, our exponential growth in Manchester means there has never been a better time to join Republic of Media. As such, we guarantee a structured programme of personal development to enable you to develop a successful career, a competitive salary, plus the challenge and excitement of joining an ambitious, fast growing agency.

## Job Purpose & Description

As an Account Executive in the Communications Planning team, your job will be to support and work closely with the Account Manager on some of our agencies' most important accounts spanning retail, financial services and more. Your role will be to support as required across the planning process from taking and developing the client brief through to negotiation, delivery and evaluation. You will very quickly build relationships/establish trust with clients and take ownership of key day-to-day tasks, working both autonomously and as part of a wider agency team.

Importantly for this role, you will have solid experience of actively planning and negotiating media buys for clients in press, radio and other media. This hire is crucial to us as we look to create two distinct client teams in our Manchester office off the back of some significant client wins and strong momentum for the agency. Ideally you will have 3-4 years' experience in a comms planning/non-broadcast investment type role.

The Account Executive is a pivotal member of our growing Comms Planning team at RoM. Whilst supporting the Account manager, we are very much looking for someone who is ambitious, confident and full of ideas of how to create consistently better work for clients. You'll be tasked with helping develop and implement effective media strategies and taking responsibility for channel planning/buying across print, radio and OOH. You'll also work very closely with our expert buyers in both AV and digital to implement campaigns through from start to finish. Day-to-day you will take

responsibility for all account admin for your clients including campaign reporting and billing, with the shared resource of a media trainee on hand to support you in your role.

### Required Competencies

Required Competency:	Our Expectation:
Communication	<p>You should be able to articulate ideas and thoughts in an effective and concise manner. You will be encouraged to make positive contributions to the business in both agency and client meetings.</p> <p>Written communication must also be of a high standard and you must be comfortable talking to and dealing with clients.</p>
Knowledge	<p>You'll have at least 3-4 years of experience in media planning and buying including some client facing experience.</p> <p>You'll be confident using media analysis tools to mine insights including systems such as TGI; YouGov Profiles; Touchpoints; AdDynamix and Mintel.</p> <p>You'll have some experience in taking a defined media strategy and coming up with ideas to support it. Direct experience of buying media is key.</p>
General	<p>There is a requirement to deal with large amounts of data so you will be both analytical and highly numerate.</p> <p>Managing and maintaining information is necessary on a daily basis, as is analysing performance, compiling reports and spotting opportunities for your clients.</p> <p>Previous experience of working well under pressure and to tight deadlines would also be valuable. You'll have a positive energy and outlook which will rub off on to the wider team.</p> <p>Producing outstanding work and always being prepared to look for the best answer to a brief even if it isn't the most straightforward one needs to be a key driver behind your output.</p>

Deadline: Sunday 21st July 2019. Please email your CV and covering letter, quoting the job reference number, to [leighh@republicofmedia.co.uk](mailto:leighh@republicofmedia.co.uk).

Recruitment agency candidates will not be considered for this role.