

Job Details

Job Title	Account Director, Comms Planning (ref: MAN09)	Line Manager(s)	Leigh Herbert – Director of Client Services
Package	Salary DOE + benefits inc pension, bonus & healthcare		
Department	Communications Planning		
Location	Central Manchester (occasional travel to Edinburgh plus business travel UK wide)		
Hours	37.5 per week	Permanent or Fixed Term	Permanent (3-month probationary period)

Job Purpose

After an exciting period of growth, we're looking for a high calibre Account Director in our Manchester office who can come in and lead our ever-expanding client portfolio. This is a senior position in the Communications Planning team where you'll be the lead planner and team manager for a wide variety of clients reporting in to the Director of Client Services. The Account Director's role is to oversee the planning process from taking and developing the client brief through to delivery and evaluation and everything in between. Crucially, we're looking for someone with an entrepreneurial spirit who wants the opportunity to lead from the front and will have ideas beyond the day to day about how we grow our business from both the inside and out.

Job Description

You'll be coming in to help lead an expanding Comms Planning department currently consisting of two client teams. Dealing directly with clients and understanding their business challenges, you'll work with research and analysis systems to develop consumer and market insight. You will have the primary responsibility for the day to day ownership of client accounts and work closely with the Director of Client Services on broader current and new business strategy including regular involvement in pitches and tender processes. Managing an integrated communications team of TV / digital buyers and comms planners, you'll analyse data to gain insights, develop media strategy and ideas, plan digital and offline media and supervise the negotiation of media buys for clients in press, radio and other media. You'll be experienced at leading high-performance teams, with a fundamental appreciation of the importance of helping people develop. You'll be expected to develop your own new business leads and raise your profile in the industry through professional and social events.

Required Competencies

Required Competency	Our Expectation:
Communication	You'll be an exceptional communicator with excellent written and verbal communication. You'll have significant experience of leading teams including faultless attention to detail and delivering innovative presentations. You'll be a leader who uses positive energy and attitude to bring staff up to a higher standard. Managing senior clients will be something you are well experienced at doing.
Knowledge	You'll have at least 6 years of experience in media planning and/or buying. You'll be proficient with using media analysis tools to mine insights including systems such as TGI; YouGov Profiles; Touchpoints; Addynamix and Mintel. You'll have experience and be comfortable in developing strategy to answer a client's brief. Direct experience of buying media is preferred although not essential.
General	There is a requirement to deal with large amounts of data so you will be both analytical and highly numerate. Managing and maintaining information is necessary on a daily basis, as is analysing performance, compiling reports and spotting opportunities for your clients. Previous experience of working well under pressure and to tight deadlines would also be valuable. You'll be enthusiastic and passionate about making a difference and want to work in an entrepreneurial business and environment that allows you to do just that.

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 15th 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. Our exponential growth in Manchester means there has never been a better time to join the Freethinking Agency. We guarantee a structured programme of personal development to enable you to develop a successful career in media, a competitive salary, plus the challenge and excitement of joining an ambitious, fast growing agency.

Contact details: Apply by sending a CV and short cover letter quoting Job Ref: MAN09 to Leighh@republicofmedia.co.uk or alternatively call Leigh Herbert to talk about the role on 0161 817 3470.

Recruitment agency candidates will not be considered for this role