

## Job Details

**Job Title:** Comms Planning Executive/ Account Manager  
**Line Manager(s):** Deborah Mackay, Account Director; Gillian Jarvie, Director of Client Services  
**Salary:** Negotiable, depending on experience  
**Job Ref:** EDI21  
**Department:** Communications Planning  
**Location:** 3 Ponton St, Edinburgh  
**Hours:** 37.5 per week (can be flexible)  
**Permanent or Fixed Term:** Permanent (3 month probationary period)

## Job Purpose

As an Account Executive or Manager in the Communications Planning team, you'll be the primary point of contact for clients with a particular focus on Scottish Government Marketing. The Account Executive's role is to manage the planning process from taking and developing the client brief through to delivery and evaluation and everything in between. Working in an integrated communications team, you'll analyse data to gain insights, develop media strategy and ideas, plan digital and offline media and actively negotiate media buys for clients in press, radio and other media. You'll also work closely with expert buyers in TV and Digital.

## Job Description

The Account Manager is a pivotal member of the agency team. Dealing directly with clients and understanding their business challenges, you'll work with research and analysis systems to develop consumer and market insight. You'll develop effective media strategies and brief specialist media teams to develop plans to deliver on those strategies.

## Required Competencies

Required Competency	Our Expectation:
<b>Communication</b>	You should be able to articulate ideas and thoughts in an effective and concise manner. We expect you to make positive contributions to the business in both agency and client meetings. Written communication must also be of a high standard.
<b>Knowledge</b>	You'll have at least 2 years of experience in media planning and/or buying including client facing experience. 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 some experience in developing strategy to answer a clients brief. Direct experience of buying media is preferred but not essential.
<b>General</b>	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. We're looking for radiators, not drains. You'll have a positive energy and look to help your colleagues, working together to produce great work.

## Who are Republic of Media?

Republic of Media is an independent communications planning and media buying agency with offices in Manchester and Edinburgh. We are The Freethinking Agency – thinking without boundaries to deliver results for more than 50 retained clients from bet365 to Magners Cider. Our work for the Scottish Government has won multiple awards including Gold at the Marketing Society Star Awards for the last 2 years. Our values define who we are and the type of people we're looking for: Progressive, United, Open, Positive and Agile.

An IPA (institute of practitioners in advertising) member agency, are one of the fastest growing media agencies in the UK. 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: EDI21 to Gillj@republicofmedia.co.uk.

Recruitment agency candidates will not be considered for this role.