

## **Republic of Media First Role Trainee Scheme**

### **Job Details**

<b>Job Titles</b>	4 x roles available <ul style="list-style-type: none"> <li>• Communications Planning Trainee, Edinburgh</li> <li>• Communications Planning Trainee, Manchester</li> <li>• Digital Media Trainee, Edinburgh</li> <li>• Digital Media Trainee, Manchester</li> </ul>
<b>Package</b>	£18,500 salary, plus contributory pension, and other benefits. Rising to £22,000 plus annual bonus (company performance dependent but typically 2 weeks salary) on completion of training scheme.
<b>Department</b>	Communications Planning & Digital
<b>Location</b>	Edinburgh & Manchester
<b>Hours</b>	37.5 per week
<b>Permanent or Fixed Term</b>	Permanent (6-month probationary period)

### **Introduction**

The Republic of Media First Role Trainee Scheme is a full-time permanent-role training scheme for graduates and other ambitious individuals looking to establish a career in media planning and buying. During a scheme lasting 12-18 months and culminating in a role as a Media Executive at Republic of Media, you will receive on-the-job and external training and develop a range of skills to enable you to excel in this exciting industry. More than a quarter of Republic of Media's staff began their careers on this scheme.

### **Job Purposes**

As a **Communications Planning Trainee** your role will encompass multimedia planning and client servicing. This will involve audience and category insight work, briefing specialist digital and AV teams and planning, booking, managing and reporting on various paid media activities.

As a **Digital Media Trainee** your job will be to plan, implement, manage, and report on digital media campaigns for a variety of clients as digital activity plays an increasingly important role in today's media mix. Working in the Digital team alongside Communications Planners, trading specialists and suppliers, you will work with online media types, including social media, online video, display and paid search.

In both roles you will be expected to create media schedules and other client-ready documents, so numeracy and attention to detail is paramount. Successful candidates will be trained to use a variety of tools and programs in order to reach our client's campaign objectives for brand and direct response activities. The right candidates will progress rapidly within a structured development programme.

We expect high standards and not all trainees will complete the 6-month probation period but those that do will have the experience and training to forge a successful career.

## **Required Competencies**

<b>Required Competency</b>	<b>Our Expectation:</b>
<b>Communication</b>	<p>Accurate written and verbal communication is essential.</p> <p>You should be able to articulate ideas and thoughts in an effective and concise manner.</p> <p>We expect you to make positive contributions to the business in both agency and client meetings.</p> <p>An absolute team player, comfortable working with internal and external stakeholders.</p>
<b>Knowledge</b>	<p>This is an entry level role suitable for a recent graduate or someone with some experience or interest in the industry.</p> <p>Previous work experience is advantageous but not a necessity, but applicants should have an interest and enthusiasm for advertising and paid communications.</p>
<b>General</b>	<p>There is a requirement to deal with large amounts of data accurately so ideally our Trainees should be both analytical, highly numerate and detail focused.</p> <p>You will have an inquisitive nature and be interested in consumer behaviour.</p> <p>A creative thinker who can deliver and communicate exciting and effective connected media plans for our clients.</p> <p>You'll enjoy learning how to use systems and get the best out of them.</p>

## **Who are Republic of Media?**

We plan and buy advertising space on behalf of clients including bet365, The Scottish Government, Magners Cider, Whyte & Mackay, Highland Spring, Cambridge Weight Plan and many others. With offices in both Manchester and Edinburgh were a talented team of 45 people. As a media agency with an emphasis on being truly independent, we specialise in communication planning, media buying, brand building, digital media and innovation.

An IPA (institute of practitioners in advertising) member agency, we have been trading for over 8 years and provide accredited CPD training, a competitive salary, plus the challenge and excitement of joining an ambitious, fast growing agency.

## **Diversity and inclusion**

Republic of Media are committed to best practice in diversity and inclusion. We welcome and encourage applications from all sectors of society including those with disabilities and applicants from a BAME background. In order to encourage diverse applicants, we will consider any background and education for this scheme although the majority of successful applicants are likely to have a further education qualification or be able to clearly demonstrate the required competencies.

## **The Application Process**

There are 4 roles available in our Communications Planning and Digital Teams across our Edinburgh and Manchester offices.

Our Graduate recruitment is usually carried out over half a day in one of the respective offices with a group of applicants carrying out various tasks under observation. It is our intention to carry out a similar approach virtually using video conferencing.

The process will run as follows:

- 1.) Those wishing to apply should send their CV and a cover letter outlining your interest and experience by Sunday 14<sup>th</sup> March to [jobs@republicofmedia.co.uk](mailto:jobs@republicofmedia.co.uk). Please indicate in your cover letter whether you have a preference for Comms Planning or Digital (we are happy to receive applications for people interested in either role). Please specify which office location is preferred.
- 2.) A longlist of candidates will then be asked to supply a 3-5-minute-long video submission (topic to be shared post deadline).
- 3.) A shortlist of candidates will then be asked to a virtual group recruitment session via Zoom, consisting of:
  - a. Short introductions / ice breakers from every candidate
  - b. An introduction to Republic of Media and the roles from a senior member of staff
  - c. Written and maths tasks, where applicants will be given instructions and can ask questions privately
  - d. Group discussions where, prior to the day, applicants will be provided with thought provoking statements designed to encourage debate and questions amongst the group
  - e. Individual 'speed date' interviews
- 4.) A second interview process may also apply.

## **COVID-19**

Due to the current global pandemic, we are working both remotely and from our regularly sanitised COVID-19 compliant offices. As a team of dynamic practitioners, we have set ourselves up to work efficiently from home providing daily contact with team members. We speak openly and honestly to our team about their personal circumstances during the current pandemic.

It is likely roles would initially be home-based until office-based working for non-essential staff is allowed. However, you may be required to visit the office for tasks that cannot be completed from home. Consideration will be given to candidates who are unable to work from home. Please indicate any special circumstances (e.g., medical shielding, lack of home internet connection) in your cover letter.