

## Job Details

**Job Title:** Comms Planning Account Manager  
**Line Manager(s):** Toby Hutchins, Business Director  
**Salary:** Negotiable, depending on experience  
**Job Ref:** EDIN21  
**Department:** Communications Planning  
**Location:** 3 Ponton Street, Edinburgh  
**Hours:** 37.5 per week  
**Permanent or Fixed Term:** Permanent (3 month probationary period)

## Job Purpose

As an Account Manager in the Communications Planning team, you'll be the primary point of contact for a wide variety of clients across multiple sectors including alcohol, leisure, and entertainment. The Account Manager'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. Communications Planning Account Manager's ensure that work that is delivered to clients is of the highest standards. You will also have an active role to play in new business, getting involved regularly in pitches and tender processes that help to grow our business.

## Required Competencies

| Required Competency  | Our Expectation:  |
|----------------------|---|
| <b>Communication</b> | We are looking for a client confident individual who is able to hit the ground running. The role includes significant senior client contact on some of RoM's target clients, where you will support the Business Director in delivering exceptional media solutions. The role also includes independently leading smaller (but no less important) accounts in the team, managing junior members of the team in the process. The role therefore requires someone who is able to articulate ideas and thoughts in an effective and concise manner; and who able to construct informed recommendations and deliver them with confidence. |
| <b>Knowledge</b>     | You'll have at least 3 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 also preferred.  |
| <b>General</b>       | We are looking for a team fit, as much as as a media knowledge . You'll have a positive energy and look to help your colleagues, working together to produce great work. This specific role will require someone with a creative flair, with challenging briefs requiring innovative ideas. If you are full of ideas, like doing things a bit different (but with a strong core knowledge of the fundamentals), and enjoy wide briefs with the opportunity to use initiative to provide award winning solutions, then this is the role for you!   |

## 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 Whyte&Mackay to the Scottish FA . 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 succesful 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: EDIN21 to [tobyh@republicofmedia.co.uk](mailto:tobyh@republicofmedia.co.uk)

Recruitment agency candidates will not be considered for this role