

Job Details

Job Title	Communications Planning Account Executive	Line Manager	Claire Mathieson
Salary	£24,000 - £28,000 per annum + benefits		
Department	Communications Planning		
Location	Edinburgh		
Hours	37.5 per week	Permanent or Fixed Term	Permanent (6-month probationary period)

Who are Republic of Media?

We're Freethinkers – working with clients for the past 10 years to deliver media effectiveness and manage transformation. Born in the digital age, we are one of the fastest growing media agencies in the UK. With offices in Manchester and Edinburgh, Republic of Media is an agency with an emphasis on creativity combined with commercial focus. We specialise in communication planning, media buying, brand building, digital media and innovation.

We plan and buy advertising space on behalf of clients such as bet365, The Scottish Government, Magners Cider, Whyte & Mackay, Highland Spring, Cambridge Weight Plan and many others. We are a talented and fast-growing team, currently of 67 people.

The Role

We are looking for a Communications Planning Account Executive to come and join our team in Edinburgh. Your job will be to liaise with clients and help deliver media solutions that answer their briefs. Ideally, you will possess a good foundation knowledge of consumer and market planning tools including Nielsen AdIntel, YouGov Profiles/TGI, Brand Index and IPA Touchpoints and have experience of using these tools to develop audience and market insights. As part of the communications planning team, you will work closely with internal trading and investment teams to turn media strategies into executional plans, whilst also being able to plan and negotiate non-broadcast and non-digital channels such as OOH, radio and press yourself.

You will be responsible for managing campaign timings and delivery as well as ensuring campaign reports are delivered in a timely fashion. You will have a high level of responsibility in managing client relationships with (but not limited to); Tennent's Lager, Scottish Water and Stewart Milne Homes. Building and maintaining strong relationships will be key, be that with internal trading teams, media owners or clients. You will be a strong communicator who is able to convey thoughts and ideas in a clear and concise manner.

Job Description

Key Responsibilities	<ul style="list-style-type: none"> - Using a number of tools and systems crucial to the media planning and buying process - Dealing with client and agency work alongside ongoing training requirements - Analysis of data from multiple sources to generate insights that feed into media planning decisions and strategies - Building solid working relationships with key media owners - Taking briefs from clients and helping to devise media strategies and plans
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	<ul style="list-style-type: none"> - Sharing industry updates to the wider agency - Creating client media schedules and proposals, management of campaigns and performance reporting requirements
Deliverables / measures of success	<ul style="list-style-type: none"> - Confident and daily use of media planning tools and systems which successfully feed into media recommendations - Successful time management of multiple tasks and adhering to set/agreed deadlines - Creating client media schedules and documents that are client ready and error free - Excellent written and verbal communication demonstrated day to day - Strong client relationships built - A developed knowledge of the strengths / weaknesses of core media channels including but not limited to TV, out-of-home, print and digital media - Successful management of client campaigns including delivery of activity and reporting
Key requirements, technical and person	<ul style="list-style-type: none"> - At least one years' experience working in a media agency, media owner or creative agency role - Close attention to detail - Analytical, comfortable dealing with large amounts of data and turning it into useful insights - Able to articulate thoughts and ideas in an effective and concise manner - Strong written and verbal communicator, with a willingness to contribute both internally and with clients - Inquisitive and enthusiastic with an interest in consumer behaviour and the media industry - Client/customer focused with an ability to get things done - Creative thinker - Innovative and passionate, you will role model the Republic of Media values

Diversity and Inclusion Statement

Republic of Media is an equal opportunities employer, committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We actively aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply. Please advise of any reasonable adjustments that we can make to allow you to apply and at any stage in the process.

Application

To apply, please send your CV and covering letter outlining why you are a suitable candidate to clairem@republicofmedia.co.uk quoting 'CPE June 22' in the subject line.