

Job Details

Job Title	Communications Planning Manager / Senior Communications Planning Manager	Line Manager	George Frielick – Business Director
Salary	£32,500 - £40,000 per annum + benefits		
Department	Communications Planning		
Location	Manchester		
Hours	37.5 per week	Permanent or Fixed-Term	Permanent (3-month probationary period)

Who are Republic of Media?

Republic of Media is a multi-award-winning independent media planning and buying agency with 75 staff across offices in Manchester and Edinburgh. Our Freethinking agency proposition combines innovation and creativity with transparent trading practices designed to maximise client benefit. With multiple effectiveness awards won across the past five years, we continue to build our reputation for delivering outstanding results for our commercial and behaviour change clients, including bet365, The Scottish Government, Beaverbrooks, Magners, Whyte & Mackay and Landsec.

At the heart of our success is our people and we invest significantly in attracting, nurturing, and retaining talent. We believe that success comes from creating a culture where our people feel they belong and our aim is to ensure that everyone is valued, respected, and has an equal opportunity to succeed. Our differences make us a stronger team and we are committed to creating a workplace that is inclusive and diverse. We work collaboratively to create an environment of belonging, where staff feel they can be themselves, and are supported to achieve their full potential.

The Role

We are looking for a Communications Planning Manager or Senior Communications Planning Manager (experience dependent) to join our team in Manchester. This position will be predominantly working on one of our agency's largest retail accounts. You will report into the group Business Director and be responsible for the full planning process, from taking and developing the client brief, generating actionable insight and overseeing the successful delivery of campaigns. You'll analyse data to gain insights, develop media strategy and ideas, plan digital and offline media, whilst working closely with our expert buyers in AV and digital to ensure the smooth delivery of campaigns. You'll also be responsible for line managing two direct reports.

We're looking for someone who is passionate, enthusiastic and loves working in an agency and media planning role. You will be a self-starter, happy to take the initiative and be comfortable coming up with new ideas / approaches to solve client and agency challenges. You will have a good understanding of digital channels and the role they play in getting to client outcomes, as well as a solid understanding of broadcast channels, including AV and OOH. You will understand the importance building relationships, both with the clients you work with and fellow agency colleagues. You will have gained prior experience in your career so far working on fast paced accounts that require speed of thought and action, ideally on >£1m budgets. Regional planning experience will be very beneficial.

The Benefits

As well as salary, you'll be part of a profit-linked company bonus scheme that has paid out at least 2 weeks salary in each of the last 10 years. Other benefits include:

- Pension (after 3 months' service, with the company matching your contribution, resulting in 10% of your basic salary being saved into the Pension scheme)
- 33 days holiday inclusive of flexible Public Holidays & the seasonal office closure
- Enhanced parental leave
- Holiday purchase scheme
- Private medical insurance (opt-in) plus Vitality Wellbeing at Work as standard
- Fruit, snacks and incredible coffee
- Long service awards and a great social programme
- A city centre base that we have recently expanded and fully refurbished, providing a brilliant space to work

Job Description

<p>Key Responsibilities</p>	<ul style="list-style-type: none"> - Taking briefs from clients and getting to know their business challenges inside out - Handling some of our most senior clients directly - Using a number of tools and systems crucial to the media planning and buying process such as Touchpoints, Ad Intel, TGI and/or YouGov Profiles - Analysis of data from multiple sources to generate insights that feed into media planning decisions and strategies - Creation of solid working relationships with key media owners - Negotiation and booking of media across non-broadcast channels - Creating client media schedules and proposals, managing campaign delivery and performance reporting
<p>Deliverables / measures of success</p>	<ul style="list-style-type: none"> - Able to operate at a high level with senior clients - Confident and daily use of media planning tools and systems which successfully create insight that leads into media strategies - Successful time management of multiple tasks and adhering to set/agreed deadlines - Creating client media schedules and recommendation presentations that are of a high standard - Excellent written and verbal communication demonstrated daily - Strong client relationships - Successful management of client campaigns including delivery of activity and reporting

Key requirements, technical and person	<ul style="list-style-type: none">- Minimum of four years' experience working in a media agency or media owner role- Close attention to detail- Analytical, you will be 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.- A radiator not a drain who emits a positive energy that rubs off on others around you- Innovative and passionate, you will role model the Republic of Media values
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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 georgef@republicofmedia.co.uk quoting 'CPM Feb 2024' in the subject line.