

REPUBLIC OF MEDIA

Job Details

Job Title	Communications Planning Manager / Senior Manager	Line Manager	Claire Mathieson
Salary	£32,500 - £39,000 per annum + benefits		
Department	Communications Planning		
Location	Edinburgh Central (Hybrid with 3 days in office per week minimum)		
Hours	36 per week	Permanent or Fixed-Term	Permanent (3-month probationary period)

Who are Republic of Media?

We're Freethinkers – working with clients for the past 12 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, Scotrail, Landsec and many others. We are a talented and fast-growing team of 72 people.

The Role

We are looking for a Communications Planning Manager to join our team in Edinburgh. We are looking for a client confident individual who is able to hit the ground running. The role includes senior client contact, where you will support the Business Director in delivering exceptional media solutions. The role includes independently leading 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 is able to construct informed recommendations and deliver them with confidence. You'll be able to manage large accounts including taking a holistic view of portfolio brands and managing multiple stakeholders simultaneously.

You will be a passionate and enthusiastic person who 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 media 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 love 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.

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 (pro rata if part time)
- Enhanced parental leave
- Holiday purchase scheme
- Private medical insurance (opt-in) plus Vitality Wellbeing at Work for all

26 Cross Street, Manchester M2 7AQ 0161 817 3470
Nova House, 3 Ponton Street, Edinburgh EH3 9QQ 0131 230 0110

Registered in England 07898268 VAT No GB 129 5492 88

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- Fruit, snacks and great coffee
- Long service awards and a great social programme

Job Description

Key Responsibilities	<ul style="list-style-type: none">- Taking briefs from clients and getting to know their businesses challenges inside out- 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- Creating 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
Deliverables / measures of success	<ul style="list-style-type: none">- 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">- At least three years' experience working in a media agency, client 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

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.

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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 'CPM Oct 2024' in the subject line.