**Job Details**

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| **Job Title** | AV Account Director | **Line Manager** | Laura Behan – Head of AV |
| **Salary** | £41,500 - £50,000 per annum + benefits |
| **Department** | AV  |
| **Location** | Manchester |
| **Hours** | 36 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 an AV Account Director to join our team in Manchester. This position will be predominantly working on one of our agency’s largest accounts. You will report into the Head of AV and be responsible for the full planning and buying process, from taking and developing the client brief, generating actionable insight for campaign success. You’ll analyse data to gain insights, develop AV strategy and ideas, plan linear, video and cinema media, whilst working closely with your team’s account manager and executive.

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 developed understanding of all AV channels. You will understand the importance of 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.

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:

* Flexible working policy (minimum 3 days in the office per week)]
* Permanent 4pm Friday finish
* 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 barista quality, locally sourced coffee
* Long service awards and a great social programme
* A city centre base working out of high-grade offices with plenty of breakout / meeting space, a bar and pool table

**Job Description**

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| **Key Responsibilities**  | * Lead a team of direct reports, showcasing expertise in leadership
* Taking briefs from comms planning and working through the business challenge
* Handling some of our most senior internal stakeholders
* Using a number of tools and systems crucial to AV media planning and buying process such as TechEdge
* Analysis of data from multiple sources to generate insights that feed into AV media planning decisions and strategies
* Creation of solid working relationships with key media owners
* Negotiation of media buying across all AV channels
* Creating client media schedules and proposals, managing campaign delivery and performance reporting
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| **Deliverables / measures of success**  | * Able to operate at a high level with senior employee’s/clients
* Confident and daily use of AV media planning tools and systems which successfully create insight that leads into 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
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| **Key requirements, technical and person** | * 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 laurab@republicofmedia.co.uk