

Job Details

Job Title	Digital Media Executive/Snr Digital Media Executive	Line Manager(s)	Ryan Johnstone / Francesca Coia
Salary	£26,000 - £29,500 DOE per annum + benefits		
Department	Digital		
Location	Edinburgh (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 Republic of Media, an independent media agency built for modern times. For over 13 years, we've partnered with ambitious brands to drive media effectiveness and navigate change, with smart thinking and standout creativity at the core. With offices in Manchester and Edinburgh, we're one of the UK's fastest-growing agencies with a 72-strong team of curious minds and committed collaborators. Our Freethinking approach blends strategic comms planning, precision media buying, digital innovation and bold brand thinking - always grounded in delivering real commercial impact.

Our client list includes some of the biggest names in the UK and beyond, from bet365 and The Scottish Government to Magners, Beaverbrooks, Highland Spring, ScotRail 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.

The Role

We are seeking a Digital Media Executive or Senior Digital Media Executive to join our digital media team in Edinburgh. In this role, you will be responsible for planning, implementing, managing, and reporting on digital media campaigns across all core channels. As the landscape continues to evolve, the channels you plan and buy across in any given day will vary, but will mostly comprise of: paid social, display, audio and video, influencer and creator partnerships.

As a key player in the team, you will champion best practices across all digital activity (with a particular focus on social platforms), constantly innovating and finding effective ways to reach target audiences and drive client success. You'll know what makes Reddit different from BeReal and why audiences might go to TikTok versus YouTube for their entertainment needs. You'll mix your own understanding with media expertise to deliver the right plan for the client.

For one client brief you may be figuring out the best way to reach a 18-24 audience with a behaviour change campaign. You will interrogate media insight from YouGov, performance insight from historic campaign data, and utilise self-serve social platforms to figure out which channels, ad formats and targeting strategies will reach your audience in the most effective way; grabbing their attention with content that makes them stop scrolling. In the same day as planning that campaign, you may also be figuring out where to move budget within a client campaign that's looking to drive sales of a new product line – analysing data from GA4 and utilising live-reporting dashboard to make informed optimisations across Google Ads, Meta, Display and TikTok.

You'll also stay on top of emerging trends and channels, identifying opportunities for our clients while sharing insights and educating the agency on the value of digital media within the broader communications framework. We pride ourselves on our Freethinking approach to media, and you should too. You should always strive to innovate in your digital media planning, regardless of whether anyone else in the team has done it before. This could be suggesting to the client the creation of a podcast, TikTok content series or Guardian editorial partnership, rather than suggesting Meta ads because it's the easy, done thing.

You should be a confident communicator; able to liaise effectively with internal teams as well as clients in-person and in virtual meetings. Agility is also important in the role as you may move from quieter desk work involving data analytics into a client meeting where you feel confident sharing those digital insights and making strategic recommendations.

We are looking for a passionate individual with a deep interest in all things digital, someone confident in developing media plans and equipped with strong knowledge of digital measurement frameworks. You should also have the ability to analyse data effectively, providing actionable insights and performance optimization recommendations to drive results.

Job Description

Key Responsibilities	<ul style="list-style-type: none"> - Utilising a range of essential tools and platforms integral to the media planning and buying process - Analysing data from multiple sources to extract actionable insights that inform media planning decisions and strategies - Cultivating strong relationships with key media owners, third-party data providers, and technology suppliers - Collaborating with communications planning teams to transform briefs into effective media buying recommendations - Sharing digital updates and insights with the wider agency and nondigital teams to ensure alignment and understanding - Overseeing the creation of client media schedules, managing campaigns, and ensuring timely and accurate performance reporting - Communicating digital strategy and reporting on digital performance in client-facing meetings - Overseeing financial management of digital media schedules, ensuring we are billing the client the right amount and receiving the right commission
Deliverables / measures of success	<ul style="list-style-type: none"> - Proficient in the daily use of media planning tools and systems, ensuring seamless integration into media recommendations - Effective time management skills, handling multiple tasks simultaneously and consistently meeting deadlines - Creating client-ready media schedules and documents that are accurate, polished, and error-free - Completion of all assigned training courses and programs, demonstrating commitment to continuous development - Strong written and verbal communication skills, consistently demonstrated in day-to-day interactions - Efficiently managing client campaigns, ensuring timely delivery of activities and comprehensive reporting

	<ul style="list-style-type: none"> - Building and maintaining strong client relationships, fostering trust and long-term partnerships
Key requirements, technical and person	<ul style="list-style-type: none"> - At least one year experience working in a digital media focused role, preferably agency side with strong understanding of social media ad platforms - Detail orientated, with the ability to follow process - Analytical, comfortable dealing with large amounts of data - 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

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 Ryan (ryanj@republicofmedia.co.uk) and Francesca (francescac@republicofmedia.co.uk)