

REPUBLIC OF MEDIA

Job Details

Job Title	Communications Planning Account Director	Line Manager	Alex Brown
Salary	£42,000 - £50,000 per annum + bonus + benefits		
Department	Communications Planning		
Location	Manchester (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 The Scottish Government to Tennent's Lager, Slimming World, Highland Spring, ScotRail, Slimming World 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're looking for an ambitious and confident Communications Planning Account Director to join our Manchester team. You'll partner closely with the Business Director to lead the planning process and day-to-day client relationships across a mix of commercial and public sector accounts.

From shaping the brief to delivering campaigns, you'll turn insight into smart media strategy, working with our specialist AV and Digital teams to bring ideas to life across all channels, while staying hands-on in offline planning and buying.

You'll be naturally curious, commercially minded, and love the challenge of solving problems with fresh thinking. You'll have a solid understanding of how digital, AV and OOH work together to drive outcomes, and you'll thrive on building trusted relationships with clients and colleagues alike.

You'll love managing teams and understand how to get the most of them, leaning in to our award-winning people focused culture.

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)

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- 36 days holiday inclusive of flexible Public Holidays & the seasonal office closure (pro rata if part time)
- Enhanced parental leave
- Holiday purchase scheme
- Private Aviva medical insurance (opt-in) plus Yu Life Wellbeing at Work for all
- 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 your significant experience to get the most out of the tools and systems crucial to the media planning and buying process, including, but not limited to YouGov Profiles/TGI, Brand Index, Touchpoints and Ad Intel/Nielsen- Building and developing strong relationships with your most senior client contacts- Developing and generating genuine insight from various different data sources- Creating of solid working relationships with key media owners - Occasional negotiation and booking of media across nonbroadcast channels- Creating client media schedules and proposals, managing campaign delivery and performance reporting- Managing activation and specialist teams to deliver the highest quality campaign outputs- Setting and managing robust measurement frameworks for all client campaigns that utilise a range of different approaches- Acting as an effective leader for your team, using positive energy and attitude to help their development and bring them up to a higher standard
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- Successful team management

Key requirements, technical and person	<ul style="list-style-type: none">- At least four 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
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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.

The use of AI in the Application Process

At Republic of Media and The Freethinking Group we encourage and facilitate the use of AI systems where appropriate and in line with client agreements. During our recruitment process we want to get to know you as an individual and want to understand your personal interest in Republic of Media without mediation through an AI system. We also want to evaluate your non-AI-assisted communication skills. Therefore, please do not use AI assistants during the application process.

Application

To apply, please send your CV and covering letter outlining why you are a suitable candidate to alex@republicofmedia.co.uk quoting 'CPAD Oct 2025' in the subject line.