

# REPUBLIC OF MEDIA

## **Job Details**

<b>Job Title</b>	Communications Planning Manager	<b>Line Manager</b>	Alex Brown
<b>Salary</b>	£32,500 - £36,499 per annum + bonus + benefits		
<b>Department</b>	Communications Planning		
<b>Location</b>	Manchester (Hybrid with 3 days in office per week minimum)		
<b>Hours</b>	36 per week	<b>Permanent or Fixed-Term</b>	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, 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 a confident, proactive Communications Planning Manager to join our Manchester team. You'll be someone who can hit the ground running and is comfortable leading client conversations, shaping strategy, and delivering brilliant media solutions alongside the Business Director.

You'll take ownership of key accounts, guiding junior team members and managing multiple stakeholders with ease. You can turn insight into clear, confident recommendations and communicate them in a way that inspires action. You'll love the buzz of agency life, being curious, collaborative, and always looking for smarter, fresher ways to solve client challenges. You'll bring a strong grasp of digital channels and how they drive results, alongside a solid understanding of broadcast media, including AV and OOH.

If you're someone who thrives in fast-paced environments, enjoys variety, and gets energy from building great relationships with clients and colleagues alike, then this really could be the role for you.

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

## **Job Description**

<b>Key Responsibilities</b>	<ul style="list-style-type: none"><li>- Taking briefs from clients and getting to know their businesses challenges inside out</li><li>- 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</li><li>- Analysis of data from multiple sources to generate insights that feed into media planning decisions and strategies</li><li>- Creating of solid working relationships with key media owners</li><li>- Negotiation and booking of media across non-broadcast channels</li><li>- Creating client media schedules and proposals, managing campaign delivery and performance reporting</li></ul>
<b>Deliverables / measures of success</b>	<ul style="list-style-type: none"><li>- Confident and daily use of media planning tools and systems which successfully create insight that leads into media strategies</li><li>- Successful time management of multiple tasks and adhering to set/agreed deadlines</li><li>- Creating client media schedules and recommendation presentations that are of a high standard</li><li>- Excellent written and verbal communication demonstrated daily.</li><li>- Strong client relationships</li><li>- Successful management of client campaigns including delivery of activity and reporting</li></ul>
<b>Key requirements, technical and person</b>	<ul style="list-style-type: none"><li>- At least three years' experience working in a media agency, client or media owner role</li><li>- Close attention to detail</li><li>- Analytical, you will be comfortable dealing with large amounts of data and turning it into useful insights</li><li>- Able to articulate thoughts and ideas in an effective and concise manner</li><li>- Strong written and verbal communicator, with a willingness to contribute both internally and with clients</li><li>- Inquisitive and enthusiastic with an interest in consumer behaviour and the media industry</li><li>- Client/customer focused with an ability to get things done.</li><li>- A radiator not a drain who emits a positive energy that rubs off on others around you</li><li>- Innovative and passionate, you will role model the Republic of Media values</li></ul>

## **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 [alexb@republicofmedia.co.uk](mailto:alexb@republicofmedia.co.uk) quoting 'CPM Oct 2025' in the subject line.