

United Kingdom Jobs Expertini®

Account Manager, Kinesso - United Kingdom

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Company: Mediabrands

Location: United Kingdom

Category: other-general

About Us

KINESSO is the technology-driven performance marketing agency that sits at the very heart of IPG Mediabrands, providing actionable growth for both our agency partners and clients. We turn 'action' into 'outcome' for our clients, leveraging our unique capabilities in optimization, analytics, AI, and experimentation. KINESSO has brought together the collective power of what was formerly Matterkind, Reprise, and Kinesso under one collective entity that will serve as the most powerful delivery engine in the industry. We have extensive offerings spanning performance marketing and data and technology. Fuelled by a deep understanding of consumer behaviour, we offer an end-to-end engine of planning and optimization while also delivering on data-driven strategy for social platforms, actionable growth in e-commerce, and creating curated marketplaces specific to each client's function and needs. The company has more than 6,000 employees operating in more than 60 countries. Learn more at www.KINESSO.com

Role Description

General Responsibilities

Operate as key client (internal and external) point of contact for day-to-day client service: client account management, conduit between client and operations & finance, selling of services, tactical campaign design, analysis, reporting and related campaign duties

Combine media market & technical knowledge, data analysis and client feedback to configure, operate and optimize complex campaigns to meet client objectives

Become an expert in the use and best practices for multiple Demand Side Platforms, offering insights on how to improve campaign effectiveness through deep use of each platform's functionality, although in-console campaign management is not a part of this role.

Develop in-depth knowledge of the digital media industry and media market dynamics

Develop relationship with campaign managing team

Consult with clients and agency planning teams regarding development and alignment of campaign parameters to sell in and develop Matterkind services

Deliver insight into delivery and performance implications of campaign constraints

Design media and audience strategies and tactics to maximize economic outcomes within campaign limits

Ensure ops team are managing all tactical media plan requirements and are correctly implemented in DSP consoles

Assist in delivery of reports to track, measure, and analyze all campaign activities and drive resolution of delivery and performance issues

Liaise with clients and agency teams on campaign performance and reporting

ABOUT YOU

Experience in digital media account management with blue chip advertising clients with a leading online advertising agency, network, advertising exchange or optimization firm

Excellent verbal and written communication skills, ideally comfortable in a consultative, client-facing environment

Excellent quantitative and analytical skills with the ability to draw conclusions based on data

Fundamental knowledge of ad targeting methodologies

Good understanding of ad networks, ad exchanges, DSPs and/or auction marketplaces

Experience with statistics and related analysis methodologies

Ability to investigate, analyze & solve problems, and clearly communicate results

MS Office fluency, including Excel pivot tables & chart making.

Desire to work in an entrepreneurial atmosphere and be a self-starter

Eagerness to get hands-on to figure out how things work

Handle multiple projects in a fast-paced environment with the ability to learn and apply new concepts and tools quickly

Ability to work collaboratively as part of a cross-functional team

Employee Transparency

At Mediabrands, we celebrate difference and believe this makes us stronger. Mediabrands is an equal opportunity employer and committed to championing an inclusive culture that provides a sense of belonging for all our employees. We do not discriminate against any applicant based on age, disability, race, colour, ethnicity, national origin, gender, sexual orientation, gender identity, religion, belief, marital status or any other characteristic protected by law.

Please reach out to our Talent Inclusion Specialist Jess at if you would like to have a confidential conversation regarding any adjustments that would ensure our recruitment process is accessible for you. Please note requesting a reasonable adjustment will not affect your application.

THE PERKS

We aim to provide all our people with a supportive and fun work environment where you can develop your full potential and benefit from the broad range of opportunities within the agency. When you join us, we want to make sure you feel valued – and that you are rewarded for your fantastic work. So, we also offer a range of benefits:

Flexi-leave, with 25 days annual leave to be taken as minimum. In addition to your holiday entitlement, the office usually closes between Christmas & New Year

Free breakfast and free lunch

Early finish Fridays

Core Hours (Mon-Thurs, flexible start/finish times)

Retail discounts

Electric vehicle salary sacrifice car scheme

Wellbeing programme, including Headspace & flu jabs

Interest free season ticket loan

Paid time off for Volunteering

Group Income Protection

Life Assurance

Private Medical Insurance or Health Cash Plan (dependent on level)

Group Personal Pension Plan with matched contributions from 3-6%

Generous Parental Leave & Pay

Independent mortgage advice

Financial education

Employee Assistance Programme

Free eye tests

Flexible benefits including Dental, Travel insurance, Cycle to Work, Gym Discounts and many more!

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