

United Kingdom Jobs Expertini®

Account Manager (Outdoor Media)

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Company: Mediabrands

Location: United Kingdom

Category: other-general

About Us

Rapport is IPG Mediabrands Out-of-Home (OOH) media buying and planning agency. We are best known for the strength of our relationships, rewarding connections and transparency. At Rapport, we understand it's about our collaborative and successful partnerships and a passion to deliver valuable results. We excel at engaging, experiential and content-driven OOH solutions and are here to guide you through the evolving media landscape. Please visit Rapport's website for more information.

Role Description

This role sits within the Purple Stream – a planning team of seven people responsible for working on business across our MediaHub, UM regional agencies and our independent agencies. This will include working on clients like New Balance, Moju and Network Rail. As Account Manager, and part of the Purple Stream your key relationships will be not only with the agencies, but also working directly with clients and creative agencies. Your key Internal relationships are with the Group Account Director, Account Director, Account Managers and Account Executives and the wider Rapport teams such as Insight and IMPACT. Working in a team of seven, your role is to assist the planning and implementation of OOH campaigns from initial brief through to post campaign analysis.

We are looking for someone who is passionate about working in OOH and showcases a strong knowledge base of how the channel can be used strategically for clients.

Key Responsibilities

Managing client campaigns from brief through to post campaign analysis.

Create insightful market, competitive and industry analysis with the aim of growing OOH share.

Creating rationale documents to support the role of channel and formats to align with client / agency strategy.

Working with the creatives agencies to ensure they understand creative best practice for OOH.

Keep up to date with market trends and new developments.

Support senior members of the team to balance workload across the team, helping with general administration and organisation.

Take responsibility for client work e.g. attending agency/client briefings, taking ownership of briefs, managing client demands & expectations etc.

Develop management skills working with junior members of the team.

Desired Skills & Experience

You are comfortable leading agency and client meetings.

You have a strong understanding of industry trends and best practices.

You have previous experience of planning OOH media campaigns

You are a supportive team player yet confident to work autonomously

You have good working knowledge of all Microsoft programmes (PowerPoint, Word, and Excel etc.).

You are competent with industry tools (Route and Ebiquity/Nielsen).

You have a strong attention to detail.

You have brilliant communication and relationship-building skills.

Employee Transparency

At Mediabrands and Kinesso, we celebrate difference and believe this makes us stronger.

Mediabrands and Kinesso are equal opportunity employers 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 sacrifices 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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