

United Kingdom Jobs Expertini®

Mediahub Media Planner/Buyer

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Company: Mediabrands

Location: United Kingdom

Category: arts-design-entertainment-sports-and-media

WHO ARE WE:

We're Mediahub, the industry's best-kept secret. This year we got our first Campaign School Report, coming in at number one for building the most ethnically diverse team in the industry. COMvergence rank us as the UK's fastest-growing media agency for the second year running.

We bring a challenger mindset to everything we do. Brands choose to work with us to disrupt category norms.

We offer the best of both worlds. A start-up culture backed by Mediabrands.

Just some of the brands we work with – New Balance, Pinterest, Celebrity Cruises.

Role Outline

The Media Planner/ Buyer will be the day-to-day steward for an assigned client(s), including accurate budget control and flow of media activity. The person in this role will be required to maintain a strong knowledge of their clients' business to deliver against their needs and objectives.

We are looking for someone who:

Curious about the world – You are excited about new technology, innovative marketing ideas and will bring the same to your media plans. You love insightful work.

A self-starter – You possess a can-do attitude and are eager to learn. You love taking responsibility and problem solving. You are ambitious and a go-getter.

A team player– You are resourceful & collaborative. You love learning from others and

always ready to help others out. You're proud of your craft, but you achieve the best results when you work with others.

Someone with a sense of fun- You can laugh at yourself and see the funny side of most situations. You work hard but know the importance of having fun.

Responsibilities include, but are not limited to:

Knowledge:

Display a mastery of media fundamentals across all channels.

Show a keen interest in and knowledge of emerging trends across the media landscape.

Demonstrate proficiency with industry systems/tools (TGI, GWI, Ebiquity)

Support ideation, meet regularly with Media Owners and keep up to date with industry news, so that you are abreast of developments and can talk confidently to clients about new, innovative solutions and in doing so, continue to push the boundaries of their marketing so that we are consistently delivering the most effective solutions for them

Strategic thinking Understand the client's business, the industry in which they operate, their business and campaign objectives and the difference between those two. Understand how to build stories to deliver insights in an effective and convincing way to drive media recommendations.

Planning: Understand the media mix, phasing, targeting, key partners, and the detail behind media.

Relationships: Build trustworthy relationships internally, with agency partners and with clients and appropriately respond to client needs. effective media plans and talk confidently about them with a client. Create insightful PCAs and ensure that their learnings follow through into future campaigns.

Buying: Comfortable with using booking systems and billing processes so that invoices are sent out and paid on time. Should also have an eye on commercial opportunities, from barter to short term offers, in order to leverage maximum value for both the client and the business.

Ideation: Thinking a little differently when it comes to problem-solving, to design innovative, creative solutions and delivering them to clients in an engaging and coherent way.

Team building: Supervise, mentor and grow Executive Planners, and Apprentices.

REQUIREMENTS:

Media planning experience required across digital & offline media.

Strong Excel and PowerPoint skills required.

Experience working within Google Campaign Manager and ideally FlashTalking.

Strong Communication and presentation skills

Impeccable attention to detail, particularly with numeracy.

Impeccable organisational skills, comfortable with multitasking and working across multiple projects simultaneously

Experience planning and working with all digital channels including Paid Social, Paid Search, OLV, Programmatic Display, OOH, AV etc.

Experience working with multiple stakeholders, e.g. suppliers, advertising/marketing agencies, media owners and internal specialist resources.

Experience with media tagging, trafficking and an understand of measurement would be greatly advantageous.

Passionate, love to get your hands dirty and a hunger to learn continuously.

About You

At Mediahub we believe that people are what make great places to work. We believe in meritocracy, and that hard work and star quality should get rewarded. You will need to be ready to hit the ground running and looking to now do the best work of you career. If so, we'd look forward to meeting you.

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

Wellbeing programme

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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