

United Kingdom Jobs Expertini®

Trading Account Executive (Entry-Level)

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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

The role is within the Buying Department – the UK trading & operations team of 7 people responsible for working on business across Rapport's Client portfolio including New Balance, Activision, La Vie, Network Rail, among many others. Key Internal relationships are with the Trading Account Managers, Trading and Operations Director, Operations and all Planning teams.

Working in a team of 7, the Trading Account Execs main role is to assist with the purchasing of all Rapport OOH campaigns from initial brief through to media audit whilst maintaining our traditional high standards. The Rapport buying unit works closely with our four planning teams and they are regularly involved in client briefs from initial conception to implementation. The Buying Team is part of the planning process and the approach is one of thorough internal collaboration.

Working closely with the Trading and Operations Director and Trading Account Manager, the role will include day-to-day buying & working closely with the planning teams, to ensure

Rapports and our client buying briefs are met, and to ensure our commercial interests are maintained. You will also assist with the development and implementation of buying strategies and policies on both an agency wide and client specific level.

Key Responsibilities

Assisting Rapport buying across accounts allocated by HoT

Ensuring all Rapport client buying targets are met and exceeded where possible

Ensuring Rapport best buying practices are met

Developing great owner relationships at junior to mid-level.

Developing an understanding of barter

Developing an understanding of media audits

Negotiating & trading media plans

Assisting senior team members as required

Managing Market analysis and reviews

Supporting competitive analysis reviews

Supporting post-campaign analysis reviews

Managing professional photography process

Desired Skills & Experience

Great attention to detail

Great communication and relationship-building skills

Good level of numeracy

Good knowledge of industry trends and best practices

Professional and positive attitude

Supportive team player yet confident to work autonomously

A flare for project and time management

Experience at media owner, specialist or agency with trading experience or desire to get into trading role

An understanding of the OOH market and capability & willingness to develop knowledge further to navigate the market accordingly

Negotiation experience is desirable but not required

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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