

## Media Account Manager - Edinburgh - £28-34k

**Our client is one of Scotland's Leading Media Agencies**, working on behalf of their clients to leverage their brands' entire system of communications to step change their business outcomes. They have a unique approach to planning and buying media across Paid, Owned and Earned media, which can optimise their clients' entire system of content and connections.

They are very proud to be working in partnership with **a leading supermarket retailer** as their media planning and buying agency, and are looking for talent to join the team.

Despite challenging market conditions, this client remains the UK's pre-eminent retailer and a very significant brand and advertiser. Under their new CEO they are embarking on a change programme designed to put them back into the hearts of the British shopper. As part of this they have completely overhauled their own marketing structure and the communications agency partners they work with, and have selected our client to work alongside their new creative agency as lead agencies in a best in class triumvirate partnership designed to help re-establish their brand and re-build trust.

In collaboration with their client they will be re-writing the rules of the category and how they take themselves to market. This will probably be the most exciting journey any UK brand will go on this decade. It will be an experience like no other, and our client is looking for positive disruptors to join us on this journey.

If you are looking for a challenge that will propel your career, have a strong understanding of technology, content and data in relation to media, and have a lot of love for your clients, we want to hear from you.

### **Objectives of the Role:**

An Account Manager is responsible for managing the delivery of integrated communications solutions from the inception of the brief to presentation of the finished solution, through monitoring the campaign when it goes live, to reporting on the campaign results once it has run its course. You will be responsible for managing the output of external and internal resources utilised in this delivery.

Working with the Account Director and planning team within the agency, the candidate will be required to demonstrate their ability to both work independently and lead a team within the agency. The AM will also be required to establish good working relationships with external agencies, including creative and PR.

Key areas of responsibility will include coordination of training and mentoring of 1 planner/buyer and trainee within the team, supervising media buying, general account administration, day-to-day client management, liaison with finance department and coordination of presentations.

### **Skills and Experience Requirements:**

An Account Manager should have excellent working knowledge of all media channels and be well versed media planning and account management.

An AM will be expected to have in-depth UK market knowledge, especially relating to press, TV, radio and outdoor media channels, combined with a strong account handling ability and the skill set

necessary to assist in the development programme of planner buyers within the team. A team player who can demonstrate good leadership skills, and work effectively with internal support teams.

An Account Manager should be able to back up their strategic skills with sound business arguments.

An Account Manager needs to possess good analytical and interpretive skills, paying close attention to detail, and have the ability to think creatively and strategically. There is a requirement to develop communications solutions quickly and accurately. They must be able to multi-task and show an understanding on how to prioritise and delegate workload appropriately on an on-going basis.

An Account Manager must possess a clear and concise style of writing along with a confident and persuasive presentation technique.

- An interest in and thorough knowledge of all media opportunities.
- A team player with excellent communication skills
- An ability to be proactive, multi-task and manage time effectively.
- A clear and concise style of writing with confident, persuasive presentation skills.
- Numerical and analytical skills.
- The ideal candidate will be well versed in all aspects of media planning and buying across all media. As the role will be predominantly client facing, the candidate should have demonstrable experience in communicating complex media planning as straight forward client advice.
- Experience of business analytics and/or econometrics would be helpful, but not essential.
- An enquiring mind is a must.