

Job Description- Account Director Media Planning and Buying, Smithfield Agency

You will be directly accountable for leading and overseeing the development and execution of strategic media plans for our clients who operate in a variety of sectors.

This role requires you to have a deep understanding of the media landscape, excellent communication skills, the ability to build and maintain strong client relationships and to collaborate with our digital and other internal teams to ensure the successful implementation of media campaigns that drive business results for our clients.

YOUR KEY RESPONSIBILITIES WILL BE:

1. Client Management:

To serve as the primary point of contact for clients; to understand their business objectives and develop media strategies that align with their goals.

To build and maintain strong client relationships through regular communication, providing status updates, and strategic consultations.

Work closely with the sales team and other key personnel to contribute to the development of media proposals and to build presentations for potential clients.

2. Media Planning and Strategy:

To lead the development of comprehensive media plans that integrate various channels including traditional, digital, social, and emerging media.

Conduct research and analysis to identify target audiences, market trends, and competitive landscapes to inform media strategy recommendations.

Collaborate with our creative and content teams to ensure alignment between media plans and the clients overall marketing strategies.

Provide thought leadership and contribute to the development of innovative media solutions.

3. Budget Management:

Manage media budgets up to the combined value of £7.5m effectively, optimizing campaigns to ensure maximum return on investment. To be accountable for providing financial oversights, including budget forecasting, tracking expenditures, and reporting to clients.

4. Team Leadership:

Supervise and mentor a team of media planners and coordinators, providing guidance, support, and fostering a collaborative work environment.

Collaborate with cross-functional teams to ensure the seamless execution of media plans.

Deputise for the Business Director (Planning).

5. Campaign Performance Analysis:

Implement measurement and tracking mechanisms to evaluate the performance of media campaigns to report back to client/s.

Analyse data and provide insights, making data-driven recommendations to clients for optimization and future strategies.

Stay abreast of industry trends, emerging technologies, and changes in the media landscape.

ABOUT YOU

To be successful in this role you will be expected to have most or all of the following attributes.

- Demonstrable previous experience in media planning across all channels with the emphasis on managing integrated campaigns.
- Strong analytical and strategic thinking skills.
- Excellent communication and interpersonal skills working with both internal stakeholders and clients.
- The ability to lead and inspire a team.
- Proficiency in media planning and using analytical tools.

- Familiarity with industry trends, technologies, and best practices and a commitment to CPD.
- The ability to thrive in a fast-paced, dynamic work environment.
- Confident in preparing and making presentations to both clients and prospective clients.

The Package

It's important that you know what you can expect if you join Smithfield.

Our success is driven by the talented people who comprise the Smithfield team; our business ethos is one of collaboration and sharing knowledge and information.

You will have the opportunity to be accountable for your own career development and will be encouraged to take full advantage of the training opportunities that our membership of the IAB, IPA and DMA provide. We have a passionate commitment to Equality, Diversity, and Inclusivity and look to hold monthly workshops during which everybody is invited to participate and share their personal experiences. Dignity and respect of each other is one of our key business drivers.

Away from work we meet socially, both formally and informally on a regular basis. One of the highlights of our year is our all-expenses paid Christmas party held every year in a different European capital.

Smithfield Agency

Are you looking for a role where you will be given unrivalled opportunities to develop your career in media planning and buying? Where will you have full autonomy for leading and overseeing the development and execution of strategic response driven media plans for our clients? An opportunity that will enable you to take the next step in your career working for a privately owned agency that is committed to working with you to fulfil your potential. We're Smithfield, an independent media planning and buying agency founded in 2011. We specialise in brand response and performance media, so we love measuring business outcomes for our clients.