



## Broadcast Account Assistant - Job description

# We are on the hunt for a Broadcast Account Assistant looking to define what is possible.

We are looking for a Broadcast Account Assistant who is confident working with both internal and external stakeholders. We strive to produce work that delivers the best results for clients using innovation, so you will need to be someone who is constantly looking for new developments in the broadcast world.

You'll need to be ambitious, enthusiastic and have a strong interest in traditional media including TV, Radio, OOH (billboards), Cinema and Press.

We are inviting applications from candidates who have little or no experience of media so far but have a clear determination to develop and learn about Broadcast media.

## About Us

Anything is Possible. We believe it so much we made it our brand.

We partner with leading brands on media, creative and tech solutions that transform client outcomes. Now we're the youngest ever agency to receive Effectiveness Accreditation from the Institute of Practitioners in Advertising. And we're still just getting started.

We're on a mission to transform the industry. We need great clients and great colleagues to help us make it happen.

We are Possibilists.

Are you?

## The Role

Working at Anything is Possible should be a life changing experience. Bold words we know, but that's why we set up the business. Agency life doesn't have to be overworked and underpaid. It should be about working on great projects, with great benefits and a healthy work life balance.

We believe anything is possible and we need people to help us achieve it. Working alongside the aip co-founders and wider team, you will be intrinsic to the success of our agency.

You will help us to delight our clients with innovative & creative solutions that cover our three business areas: media, creative & technology. With your help we will grow the business and win new clients. We will win awards and challenge the media industry to be better.



On a daily basis you'll be responsible for the smooth running of client campaigns. You will have the autonomy to proactively build strong working relationships with internal and external contacts whilst ensuring all your accounts meet – and go beyond – minimum best practice standards.

Your role will be focussed on supporting the Broadcast Manager in the delivery of campaigns engaging with clients from time to time and spending time with media owners to develop your understanding of the Broadcast media landscape.

## **Media**

You will support the **delivery of campaigns** across our broadcast media client portfolio to meet and exceed their expectations. You will constantly be looking to upskill your own knowledge in this space and help more junior members of the agency develop an understanding of how Broadcast media can benefit our clients.

With the agency built on three pillars of media, creative and technology, it gives us a competitive advantage to do some truly outstanding work. All three pillars work as closely together allowing for innovation, automation and market leading **integrated media solutions** that push the boundaries of our industry.

We deliver market leading solutions for our clients which will meet their campaign objectives in the most cost effective way with ideas and partners that our clients may never have been previously aware of.

## **Responsibilities**

- You will support the Broadcast Manager on delivering campaigns with an input into spot times, site lists, reporting and optimisations of buying campaigns.
- We take an integrated approach to our media planning and buying and expect you to work with your counterparts in the digital and SEO teams to develop an understanding of how these work best together.
- We will provide significant training for you and expect you to take on courses such as Thinkbox's TV masters as well as various IPA courses to develop a grounding in the media landscape.
- You will support on putting together decks for Broadcast proposals and support on client communications.

## **Skills and Qualifications**

### **Must haves:**

- **Mathematics** – a good level of mathematics and data analysis.
- **Communication skills** – ability to communicate effectively with clients and internal teams, write attention grabbing ad copy and insightful report commentary.
- **Time management** – being able to juggle multiple activities and client accounts, ensuring on time delivery of all required tasks.



## Nice to haves:

- Demonstrated business acumen and a track record of success in the media services profession
- Excellent written and verbal communication and presentation skills
- Strong negotiating skills
- Solid interpersonal and teamwork abilities
- Able to build and strengthen client relationships
- Demonstrated leadership and supervision skills
- Demonstrated critical thinking and problem solving abilities
- Strong analytical abilities
- Strong command of media research and reporting resources
- Thinkbox TV Masters qualification
- Experience of planning and buying Radio campaigns

## Who we are. Who you are.

Our shared behaviours are what make our business.

### → Embrace uncertainty

Get comfortable with uncomfortable. Humans are hardwired to fear ambiguity and the unknown, but taking a calculated risk is the only way we've ever invented or survived.

### → Be daring

If you want to be great you won't get there by standing still. Being daring might mean you sometimes have to break the rules. We champion the rule-breakers - they make change.

### → Be curious

Look where no one else is looking. Be eclectic and diverse in your reading and influences. Think of challenges as opportunities in disguise.

### → Be accountable

Do the right thing by your colleagues, your clients and yourself. You own the quality of your work. Good is never good enough. Own your failures alongside your successes. We learn more from them.

### → Be decisive

Don't hedge. Our world moves fast, and data is illuminating. But sometimes you need to take a leap on little more than your gut feeling. Clear decision making creates momentum, inspires and leads from the front.

### → Be imaginative

When we're young we have limitless imagination. Go there again. Everyone here is creative. And we are all only as good as our next great idea.



→ **Be inclusive**

We're a deliberately diverse bunch who share a belief in the possible. Diverse perspectives generate collective intelligence. Our culture respects every perspective, every belief, every background.

→ **Be direct**

Say what you mean. Mean what you say. Don't be afraid to voice your thinking – respectfully and with reason. Be conscious of how the things you do affect the people around you. How are you influencing them to be better and encourage them to speak up and add their voice?

We want to take you out of your comfort zone, to stretch and to learn. You must believe that anything is possible.

In short, we want you to be the best person you can be.

**We know we're asking a lot.**

So we give a lot back.

In addition to a competitive salary we'll give you everything you need to operate at the top of your game:

- Full IPA & BIMA Membership
- Ongoing dedicated training budget
- Regular agency socials (non-compulsory!) and all the perks of agency life
- Self-development funding for life, not just as an aip employee
- Mentoring scheme
- Premier League football hospitality
- Headspace subscription
- Healthcare benefits
- Flexible working
- Generous holiday allowance including birthdays off
- Centrally located London and Brighton offices – but work wherever you are at your best
- Lunch and learns and monthly agency lunches
- Access to a world-class research suite including Nielsen, Similarweb, WARC, IPA, BARB, SEMrush, aipAware, YouGov
- Access to aip's business library – if we don't have the book you want to read (unlikely!), we add it to the bookshelf.

We aren't just any other agency. We are building a movement called Possiblism.

Ask us about it sometime. And if you are ready to make a difference, then get in touch today.