**AV Executive**

**Who we are**

We exist because we saw a gap in the market. A gap between ideas and measurement. Anyone can have a good idea, but they don’t necessarily know how to measure it. Conversely, just because you can measure things, it’s no guarantee you can have good ideas. Well, we do both.

We’re the free-thinking media agency for brands with big plans. We enhance reach, reputation, and revenue by giving every client the best in **Heart, Art and Science**, which means going the extra mile to understand their world and collaborating to create market-leading strategies, anchored in intelligent data. And because we’re independent, we enjoy the freedom to work with clients we love, in ways that work best for both of us. Because great relationships drive better results.

We’re a team of creative thinkers, professional doers and clever data people, all obsessed with delivering measurable outcomes. With a team of over 90 media specialists and growing, The Kite Factory has seen exponential growth, celebrated award-winning work, and welcomed multiple new clients in recent years, including WhiteClaw, Crisis, Skin+Me, Anthony Nolan and Sekonda. We are also proud to be ranked as one of Campaign’s Best Places to Work, as well as holding IPA Platinum status for our dedication to learning and development.

**What we are looking for**

We are looking for our next AV Executive to join our fast-growing team*.* Working as part of a close-knit team you will be the primary contact for campaign delivery across a number of accounts running on linear TV, BVOD and CTV.

As an independent agency we pride ourselves on delivering bespoke AV planning for our clients, always going above and beyond the brief to drive meaningful business change. The successful candidate will be familiar with the basic fundamentals of TV buying in the UK, is pro-active and looking to develop their career in a growing agency.

Confident in using core tools, proficient with numbers and excel, you will be happy working independently and as part of a team to deliver AV buying results and performance across a range of clients and categories.

**Your role**

As an AV Executive you will be the primary point of contact with media owners to ensure consistent delivery of KPIs for our on-air clients. You will be responsible for day-to-day delivery, either directly or overseeing at least one AV Assistant. You will report into a Senior AV Executive who will provide support, guidance and training alongside an AV Director.

We pride ourselves on our work ethic and team spirit, so the successful candidate will be encouraged and supported to grow their AV knowledge as they grow their career. There will be opportunities to work closely with the AV Group Head and Head of Broadcast on campaign delivery, reporting and analysis as you develop.

Data plays a key role in how we work with clients and as part of your role you will draw on traditional TV metrics as well as spot attribution and other new sources of data to make informed decisions that will drive positive business outcomes for your clients.

**Skills and experience**

The successful candidate will:

* Have experience working within a UK AV/TV planning and buying team
* Be able to demonstrate core knowledge of TV buying principles and terminology
* Have a basic grasp of Excel and be confident working with numbers
* Have basic DDS capability. Knowledge of other tools (Techedge, Adalyser, Touchpoints) is a plus!

**Our Culture**

We’re immensely proud of the culture at The Kite Factory. We run quarterly pulse surveys to create a feedback loop and constantly evolve the way we run the agency. All voices are heard and listened to, and we’ve worked hard to build and live by our values, which are: ***Think Freely, Aim Higher, Stay Smart, Get Involved and Win Together***

Our biggest asset is our people and the rapport they build with each other. To cement those relationships and create a supportive and inclusive culture we have several committees anyone can join including Social, Diversity & Inclusion and Environmental Impact.

**What’s in it for you**

As well as working with some of the best people in the industry, we offer a competitive salary, a range of benefits, a huge focus on training and development with dedicated training time, partnerships with industry specialists, and the opportunity to progress and develop your career with the support of a fantastic team.

**Inclusivity and belonging**

At The Kite Factory, we welcome applications from all walks of life including those who are under-represented in our industry. We’re committed to creating a diverse and inclusive place to work where everyone feels they can belong and celebrate each other's differences. It’s so important to us that all voices are heard and listened to so that we can truly create an inclusive place to work where our teams can thrive.