**JOB DESCRIPTION**

**Media/Client Services Executive**

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| **JOB TITLE:** | **DEPARTMENT:** |
| **Media/Client Services Executive** | **Creative Delivery/Client Services Teams** |
| **RESPONSIBLE TO:** | **RESPONSIBLE FOR:** |
| **Director of Operations/Director of Client Services** | **n/a** |
| **ROLE OVERVIEW** | |
| The Media/Client Services Executive role straddles both our media and client services teams.   * Project management and client liaison * Input into media delivery based on client objectives, target audience insights and market trends across a variety of client sectors and budget levels * Negotiation and purchase of advertising space across a variety of media channels including (but not limited to) broadcast, print, OOH, mail and online * Maintaining and growing the agency’s media network * Ensuring that the wider team is aware of new and emerging media opportunities in order that we can consistently deliver innovative media solutions for clients * Project and campaign reporting * Ongoing knowledge around current media trends and industry developments * Input into new business opportunities and presentations | |
| **QUALIFICATIONS AND EXPERIENCE** | |
| **Essential**   * Media or marketing related qualification (or relevant apprenticeship) * 1-2 years’ experience in a similar role, ideally in an agency environment   **Desirable**   * IPA Foundation Certificate * IPA Media Research Essentials Certificate * IPA Digital Performance Essentials Certificate | |
| **REQUIRED SKILLS** | |
| The role requires the following skills at **entry level:**   * Media buying and rate negotiation across broadcast, print, OOH, mail and online * An understanding of how to achieve marketing objectives through media planning * Media owner liaison and relationship building * An understanding around the use of media consumption/trend data to inform campaign strategies * The ability to establish and nurture a network of media contacts * Collaborative working with the wider team for successful campaign delivery * The ability to maintain and grow client relationships * Campaign reporting * Deadline management * Proof checking * Brief creation * Client presentations * General admin - job related, financial, timesheets | |
| **PERSONAL ATTRIBUTES** | |
| The Media/Client Services Executive role requires:   * a genuine passion for all things media and marketing * an understanding of both digital and traditional media channels * superb time management and attention to detail * an organised approach to work, with effective negotiation skills * exceptional interpersonal and communication skills (verbal and written) * the ability to work under pressure and manage multiple priorities at once * an ongoing willingness to learn and evolve * resilience, emotional intelligence and a can-do attitude * the ambition to own and grow client accounts, with relationship building qualities * a solution-focused, positive approach to work * a commercially astute mindset * a creative and innovative approach to work * the flexibility to work either within a team or alone | |
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