**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
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| **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
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| **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
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| **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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