EXECUTIVE, MEDIA PLANNING & BUYING (CENTRAL LONDON)

ABOUT US

*Are you looking for a role where you will be given unrivalled opportunities to develop your career in media planning and buying?*

*Here at Smithfield, we are looking for a Media Exec to come and join the Planning team. Someone who enjoys working with numbers, is organised, happy to talk to clients and has a desire to learn about advertising media planning and buying. We will provide guidance, training, and the ability to up skill within the role.*

*Smithfield Agency: An independent media planning and buying agency with offices in Farringdon, London - we are specialists in Brand Response and Performance Media so we love measuring business outcomes for our clients.*

*And we recognise that the award-winning work we produce for our clients can only be as good as the people we employ. If you are interested in finding out more about this role, please contact us and we will be in touch to provide you with further information regarding this career defining opportunity.*

ABOUT SMITHFIELD:

**We are looking for**: People who are enthusiastic and have a proactive voice who are looking for an outlet for their ideas. Having an opinion is a good thing. We want confident, adaptable performers, equally comfortable crunching numbers as speaking with clients.

**We are**: Passionate about performance and delivering outstanding service to our clients – we provide a great environment for you to learn. Members of both the IPA and the DMA there are opportunities for learning and growing your knowledge and skills set right off the bat.

There are IPA exams that give further qualifications and as members of the IPA we are proud to be part of their Continuous Professional Development programme – the media industry is constantly changing, but with the right support we can help you make it! We have a number of people who have been with us since they embarked into the world of work – we have continued to give them new challenges and allow them to develop their careers with us

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.

WHAT YOU'LL DO IN YOUR NEW ROLE:

• Undertake various training/induction programs, internally and externally throughout year 1.

• Support the agency with planning media campaigns, implementing campaigns and reporting results for our clients. As well as ensuring optimisation of campaign to maximise performance

• Managing your time and making sure all deadlines are met

• Media owner contact and relationship building

• Learning core terminology for TV, Radio, Press, D2D, OOH and Digital Media

• Learning the different purchasing mechanisms, budget and financial management

• Client introductions and contact

• Process and upload data to create and report on client performance and results

• Learning about the markets our clients operate in, and the challenges they face

ABOUT YOU

**You are:**  Looking for a great place to work, proud of your skill set and looking to deliver exceptional service for your clients

**You want to:** Gain experience and skills in all sorts of performance media specialisms across online or offline media within a dynamic and innovative working environment

**You're great at:** Listening, meeting deadlines, going beyond the obvious. Obsessive attention to detail. Not afraid of admin. Happy to work both independently and as a team

**You fancy:** Joining a team that celebrates inclusivity, mobility and allows people to grow & develop while providing excellent training & development opportunities. Regular social events allow you to meet and get to know the rest of the team

**You do not need:** to have a degree if you have some relevant work experience. Maths skill is desirable too!

If having read this you are interested in knowing more about working for Smithfield please send us an email and we will be in touch.