



# Head of Broadcast

## We are the behavioural planning agency.

### A bit about us

Total Media is a leading independent UK and international media agency that connects people to brands. Our media strategies are based on people's behaviours – understanding how audiences think, feel and act – so that we reach them contextually, during the moments that matter.

We work across the full spectrum of media planning and buying, with fantastic media teams dedicated to client servicing, broadcast, publishing, digital, data and content production.

At Total Media we are committed to diversity & inclusion and providing equal opportunities for everyone. We are dedicated to ensuring our processes are free from any form of discrimination or bias, right from the application process to life as part of the Total Media Team!

### Clients

Broadcast clients include Kenwood, De'longhi, Rana Pasta, Britbox, Young's Seafood, Investec, Natural Balance Foods, TikTok, Florette, Zoflora, Rustlers & Yes Auto

### The role

The Head of Broadcast is responsible for delivering the broadcast output of the agency, across TV, OOH, audio, cinema, and partnerships. They lead the operational running of the team, commercial performance, cross-channel integration with other activation teams and delivery of best in class broadcast products with digital understanding at the heart of everything we do.

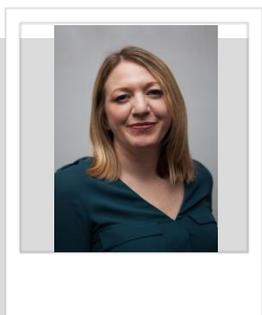
They shape the broadcast agenda for our clients and ensure the team has a clear understanding of our behavioural planning positioning and how to apply it in media. They deliver a clearly defined cross-media broadcast planning approach, and meet regularly with senior clients to review strategies and opportunities.

They lead our broadcast approach in new business pitches, and represent Total Media externally through PR, conference appearances and industry events.

Finally the Head of Broadcast has exceptional relationships with all major media owners, to provide us access to highly competitive rates and the latest opportunities in market.

### Meet the hiring manager – Liz Duff

As Head of Media & Investment, Liz is responsible for running all of the media activation teams at Total Media. Starting her career as a TV buyer at Carat back in the 2000's, Liz joined Total Media in 2013 to experience the fast-paced independent sector and broaden her experience, and enjoys the many and varied challenges at Total Media.



## Key Responsibilities

Key areas of focus:

- Developing Total Media’s Broadcast proposition in line with our behavioural positioning, ensuring that all services are best in class and that emerging revenue streams are fully investigated.
- Working with the Head of Media & Investment to deliver efficient and profitable trading. Be responsible for TV reconciliations, value management, price tracking and quality monitoring.
- Optimising resource based on business requirements, identifying and retaining key talent.
- Being the Broadcast Team lead in new business work, ensuring that we deliver competitive pricing submissions and creative proposals.
- A figurehead for the Broadcast Team with clients at a senior level, building trusted relationships and leading strategic conversations.
- Running our specialist partner relationships (e.g. Posterscope, Radioworks etc.) to deliver commercial targets and maintain high quality output.
- Working with digital team leads to continuously upskill the team in digital and identify growth opportunities, especially in programmatic and addressable TV.
- Working as part of the Activation Heads team to ensure the Broadcast Team works together effectively as part of the integrated wider team.
- Being a lead senior voice within Total Media, both internally and externally, developing award entries and case studies to demonstrate our market leading proposition.

## About You

Looking to develop within a team leadership role, you should have significant experience in leading, mentoring and inspiring teams and delivering a high quality broadcast product. An independent agency offers you the ability to plan and trade outside of the agency share deal model, and you will embrace the opportunities this provides for creativity, innovation and flexibility in media planning and buying.

You will be a problem solver and team player, who relishes the opportunity to influence the direction of the agency, and working with your peers across all departments to deliver against the company vision.

With a minimum of 8 years agency experience, you will have the experience to lead a growing cross-channel activation team, with a strong grounding in digital.

## Our Values

**WE VALUE  
INDEPENDENCE  
& Individuality**

The way we trade, how we work and the partners we work with means our clients stand out from the crowd and shine.



**WE ARE  
ADVENTUROUS**

Bring it on! We’re bold with our decisions, we try new things and we push boundaries.



**WE  
ACT WITH  
INTEGRITY.**

We do the right thing – even when nobody is looking.



**WE ARE  
A TEAM.**

We enjoy what we do and have fun doing it together!



## The benefits

### Pension

Once you've been with us for 3 months you'll be enrolled into our pension scheme. We'll match your contributions up to 5%.

### Private Medical Insurance, healthcare and life assurance

When you've passed your probation, you have the opportunity to use our private medical insurance, healthcare and life assurance schemes.

### Referral scheme

Know a fantastic candidate for Total Media? We pay a bonus of £1,000 to any eligible member of staff who introduces an applicant who is employed as a result.

### Interest free season ticket loan

Travel costs can be eye-wateringly expensive. We can provide you with a season ticket loan once you've passed probation.

### Holiday entitlement

Your holiday entitlement will be set out in your contract, and once you've worked with us for over 12 months, you'll also get a day off for your birthday.

### Charity/Volunteering entitlement

We think people who volunteer their time for charitable causes deserve a little recognition. We give staff a "charity day" off for charitable work.

### IPA Qualification Support

The Institute of Practitioners in Advertising run various qualifications throughout the year, both online and offline. We support our members of staff in obtaining these qualifications in every way we can.

### Childcare vouchers

Juggling work and your family can be challenging and we want to ensure we provide as much support as possible. This is why we are part of the Government's Childcare Voucher Scheme which helps parents and carers to pay for childcare.

## The perks

- + Flexible working based on core hours of 10am-4pm
- + Fantastic training programme including inspirational talks organised by our CEO, Guy Sellers
- + Subsidised activities and trips from the agency's resident social club, The Fun Factory (including office drinks on a Friday, quiz nights and sponsoring team events)
- + A company weekend away each year
- + Brilliant Summer and Christmas parties
- + Wellbeing Wednesdays (offering initiatives like spending time with dogs from a local charity, reiki sessions and free healthy food)
- + Free fruit

## Life at Total Media



Total Media employs over 120 people: here we are at one of our annual Christmas parties, which are always legendary.



Our CSO, Lucas Brown organises a walking trip every year which is always good fun!



Work hard, play hard. There are numerous opportunities to get involved in sporty pursuits.

## The office



Our beautifully bright Head Office is situated in the heart of Soho. We also have offices in Manchester and Solihull