



# Digital Account Executive Total Media Connect Solihull

**We are the behavioural planning agency.**

## **A bit about us**

Total Media Connect is part of a leading independent and international media agency Group 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, and we work across the media spectrum..

At Total Media Connect 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 Group.

## **The role**

We are looking for someone to join us as part of our fantastic digital team.

If you are that person who has a strong understanding and knowledge of digital marketing channels i.e. display and video, paid social, PPC, you could be the person for us.

This is an Exec level role which would provide support to the senior team members and clients alike.

## **What we're looking for**

1-2 years of agency experience in digital media planning and buying.

Strong digital media marketplace and emerging media channels knowledge

Fluency in using Microsoft Office applications especially Excel and PowerPoint

A strong and reliable communicator, especially as we're all WFH

Ability to work to multiple deadlines, so you should be able to prioritise workloads

Someone who has excellent numeracy, oral and written skills

And a meticulous attention to detail.

Knowledge of DDS preferable.



**Bhavin Ladd**  
Head of Digital, Solihull

## **Meet the hiring manager**

*I am looking for a curious, enthusiastic team player who can balance the discipline of providing creative media solutions to tough client challenges and ensuring that a high level of attention to detail is applied across everything they do. I am looking for someone who is happy juggling multiple deadlines at once and who can provide insightful and actionable solutions both to media plans and to post campaign analyses.*

## Key Responsibilities

You would need to be able to plan, execute and manage campaigns using Google platforms i.e. DCM, DV360, Google Analytics, AdWords (across managed and self-service digital platforms)

You would be responsible for creating and presenting media proposals based on recommending the most appropriate types of digital channels to use.

You would maintain and develop strong relationships with media owners and be able to ensure that all your findings and ideas would be clearly communicated to the internal teams.

You would provide insightful and actionable post campaign reports.

## 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.

### **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.
- + Subsidised activities and trips from the agency's resident social club, Totes Soshe.
- + A walking weekend away each year
- + Brilliant Summer and Christmas parties

## Life at Total Media



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



At Total Media Connect we make the best of the summer weather.

## The office



You would be based in our beautiful Solihull barn, within easy driving distance to Solihull the M40, M42 and M6.

