



# International Senior Account Director

**We are the behavioural planning agency.**

**A bit about us**

Total Media is a leading independent 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**

Various - including DHL, DeLonghi and YuMove

**The role**

The client service team are first point of contact for all of our clients and responsible for delivering our positioning to clients. As such the entire team, need to be able to deliver a visibly superior service around our behavioural planning positioning and be the standard bearers within the agency; ensuring that it forms the basis of all planning.

The CS teams are responsible for coordinating all implementation planning from the activation teams and ensure work going out to clients is clear and concise with no mistakes.

The CS teams need to be populated with individuals who have a good overall knowledge of the roles of all channels whilst being curious enough to be able to inject our behavioural planning insights into our service.

The International Senior Account Director needs to ensure best in class collaboration between their team and specialist teams and help develop people, planning and processes that all focus on delivering integrated solutions not silo thinking. The role is also to form part of the Operations Team with the key team heads on the Activation team to drive the day to day business forward.

**Meet the hiring manager**

I’ve been with Total for over 5 years now having spent time working all over the world for large network agencies. We have a unique offering as Total which allows us to work on big clients whilst still maintaining a really close knit agency where we control our approach.





Key areas for focus for International Senior Account Director:

Maintaining and growing team who can deliver best in class account management, curiosity and ability to take on and lead our behavioural planning approach, creative solutions and collaborative working

Leading new business initiatives for the agency – this would mean running a pitch process start to finish – drawing on the right support needed from the agency

Resource management: ability to balance in-house versus outsourced solutions as well as maintaining a focus on profitability when developing their team and taking a pragmatic view on what is needed based on the business position and also what is nice to have vs essential

Integration: responsible for reviewing how their team works together effectively on client business with the other members of the Operations Team. It is an essential part of the job remit to ensure they make this team work effectively and eventually runs and takes responsibility for the day to day management of the business.

## Key Aspects of the role

**Brilliant people management skills:** being able to deliver an authentic management approach but with the ability to flex across different approaches (mentoring, coaching, directive etc) depending on situation and personality. The right person should be focused on bringing the best out of others and help offer them stretching and relevant growth opportunities.

**Excellent behavioural planning skills and business understanding:** must be a leader when it comes to driving our way of working in relation to understanding our clients business challenges and how our behavioural planning approach is applicable and help solve their business needs.

**Key stakeholder relationships:** fantastic relationships with all Total Media clients, internal team leads, and all partner agencies

**Technology, specialism and systems knowledge:** good understanding of technology that supports our trading, reporting, audience insight and analytics capabilities and a clear view on which services we must offer and to which clients in order to deliver a market leading service.

**Strong commercial management:** ability to manage and communicate performance against targets. Effective team P&L management

**Resource management:** capability to effectively manage our resource and deliver excellence service whilst being mindful of maintaining account profitability.

## About You

Excellent knowledge of all media markets, plus some experience running international accounts

6 + years experience, media planning and buying.

Strong understanding of advertising effectiveness and measurement

Strong commercial understanding

Knowledge of all software used including bespoke media systems.

Excellent eye for detail and accuracy.

Experience managing team & excellent coaching skills for all levels within team.

Ability to build and maintain strong relationships internally and externally.

Commitment to service excellence / proven ability to satisfy clients.

Excellent presentation skills.

Excellent all-round Client Management skills.

Proven problem solving ability.

Ability to provide to clients high quality and insightful media plans

Strategic thinking ability.

Excellent written communication skills. i.e. documents, emails etc.

**About the Team**

We are a small team (for now) with big ambitions. We all have are have a keen interest in international brands and varying media landscapes in different markets.

International account tend to mostly be serviced by big network agencies, we want to change that. All our recent international clients have seen the refreshing change from larger organisations.

We have an JV with one of the largest independent agency “networks”, which give us scale without losing autonomy. We are in the process of growing that relationship and working closer with them across international new business

**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 walking weekend away each year
- + Brilliant Summer and Christmas parties
- + Summer Friday's early finish
- + Wellbeing Wednesdays (offering initiatives like spending time with dogs from a local charity, reiki sessions and free healthy food)
- + Free fruit
- + Introductory bowling trip with our Chairman and CEO

## 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!