



# Senior Account Manager

## 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 a Senior Account Manager to work as key account handler for with one of our multinational clients. A good understanding of the digital landscape is essential and the role will require multi- territory media planning.

The role will also include taking responsibility for a number of other accounts which will also require knowledge of other non TV media channels.

You will be expected to build strong working and social relationships with clients, gaining new clients' trust with ease, and provide a proactive service to clients.

#### Key responsibilities

You will develop creative solutions through excellent briefing and collaborative working with both internal and external media teams.

You will ensure that effective media solutions are provided with the upmost value and benefit to a clients' business.

You will actively identify KPIs, establish relevant targets and work with appropriate measurement methods

Through informed knowledge of media markets including emerging formats/channels, you will proactively share this knowledge internally and with clients when relevant.

The role will require you to facilitate the delivery of detailed campaign analysis with actionable insights.



#### Meet the hiring manager

*I am looking for an individual who can communicate ideas effectively in all situations and who can articulate ideas well through documents and presentations. You are confident taking the lead in meetings, internal and external, with strong presentation skills and you have the ability to handle follow up questions effectively.*

Penny Took  
Managing Director, Solihull

<b>What we are looking for</b>	<p>At least 4 years experience Ideally experienced in ecommerce brands and tech sector (not essential) Good knowledge of all media channels with good digital experience Knowledge and understanding of international media surveys (e.g. TGI Europa) Excellent eye for detail and accuracy, excellent presentation skills, proven problem solving ability and ability to meet deadlines. Someone who has a strong interest in strategic thinking. A focused, articulate and confident individual able to contribute as part of the team and wider agency as well as having the motivation to work independently Ability to demonstrate a can-do attitude, excellent communication skills and confidence in front of clients.</p>
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#### 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.

