



**TotalMedia**

The Behavioural Planning Agency

# Display & Programmatic Manager

**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.

Rather than separate teams, our Display & Programmatic team encompasses all aspect of planning and buying, from taking the brief, planning, trading & optimising through to post-campaign.

## Clients

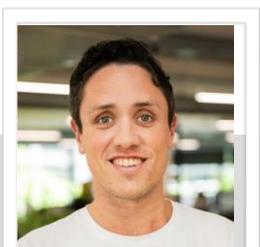
Primary client: Paysafe – a global payments company with brands such as Skrill, Paysafecard  
Secondary clients: TBC

## The role

- Day-to-day trading lead on Paysafe, supporting the Account Director and with the support of an Account Executive
- Client facing role, daily/weekly contact with digital client at Paysafe
- Leading innovation in programmatic & display – being aware of all opportunities in the market and applying where appropriate
- Working collaboratively with other Activation teams, aligning digital planning with traditional media channels
- Applying insight from media performance as well as behavioural insight to optimise campaigns towards client objectives

## About you

- 2+ years experience planning and activating display/programmatic campaigns
- Experience with DV360 & The Trade Desk preferred, although other DSP experience will be considered
- Strong communication & client management skills, and passionate about new technology within digital advertising
- Demonstrated ability to develop and implement digital strategy



**Sean Golding**  
Head of Display &  
Programmatic

## Meet the hiring manager

Sean has been at Total Media for four years, heading up the programmatic team. Sean is passionate about growing and developing the programmatic capabilities at TM, and working closely with other teams in the agency to deliver integrated planning and the strongest possible results for clients.

## **Key Responsibilities**

### **Display Planning and Buying**

- Taking briefs from account teams and working closely with other activation teams to compile an appropriate combined activation response
- Managing display/programmatic campaigns from strategy, implementation and reporting, acting as the day to day client lead from a Display perspective
- Utilising digital planning tools to identify appropriate campaign solutions
- Maintain and develop relationships with display media partners and 3rd party tech providers
- Negotiating with digital providers to ensure maximum value is obtained for the client
- Delivering innovative recommendations across media plans for all clients
- Managing Account Executives and QA work delivered by them
- Understanding of behavioural planning strategies and implementing behavioural concepts within digital media
- Training of the wider team on latest developments within the industry and results experienced across clients
- Having a basic understanding of all offline and online media activation disciplines

### **Campaign Management**

- Working with Account Executives to ensure effective campaign set up and reporting
- Daily usage of platforms such as Display and Video 360, The Trade Desk, Doubleclick, and Google Analytics
- Working alongside digital providers to ensure optimum performance for clients
- Understanding campaign stats and implementing learnings to help build future recommendations
- Sharing best practise methods of activating and knowledge to the wider team

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!

## 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.

### Flexible/Remote working

We understand the importance of a good work/life balance, that's why we introduced flexible and remote working over a year prior to Covid lockdown

### 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

- + Fantastic training programmes
- + Subsidised activities and trips from the agency's resident social club, The Fun Factory
- + A walking weekend away
- + Brilliant Summer and Christmas parties
- + Summer Friday's early finish
- + Drinks trolley Fridays
- + Wellbeing Wednesdays
- + Office 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