



# Digital Strategist

**We are the behavioural planning agency.**

## *At the top, where it should be:*

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!

### **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.

### **Clients**

Paysafe (45%) , BMW (45%) and other (10%)

### **The role**

This exciting opportunity is perfect for an excellent and experienced Digital Strategist or Digital Comms Planner to join our teams to lead a portfolio of clients across the UK and internationally. Sitting in the strategy team, the Digital Strategist will work with senior client services, senior digital activation and head of strategy to deliver strategic digital leadership and digital communications planning across key clients.

The Digital Strategist will gain a deep understanding of our clients' businesses, applying their knowledge to simplify the landscape and identify the role that digital and data can play to grow our clients' businesses. They will also help the client plan effectively across digital with exceptional digital comms planning across channels and innovative, forward thinking uses of each channel. Finally, they will provide strategic guidance on the role digital and data should have in developing the clients businesses going forward.

There will also be opportunities to contribute to new business and lead strategic thinking and development within the agency.



**WILL HANMER-LLOYD**  
Head of Behave Central  
Services

## **Meet the hiring manager**

Will oversees the strategy, research and data insight teams across Total Media and behave. Will has over 12 years of experience in marketing strategy, working with brands such as MG, BritBox, Center Parcs, Vision Express, Ladbrokes, Dixons and Weetabix. Will worked with Rory Sutherland during his IPA presidency to deliver his behavioural economics agenda and is passionate about the developing worlds of social psychology, behavioural economics and data analytics, and transforming the insights of these disciplines into innovative and effective media solutions.



## Responsibilities of the role

### Strategy & Planning:

- Plan the digital and data transformation for the clients across the business groups (working closely with the data strategy director and managing partners).
- Digital comms planning across channels to ensure maximum business impact for the client.
- Ensure that long term digital strategies are being delivered.
- Help connect strategy output and research with activation through data technology including product development.
- Lead the innovate use of digital partners and bring in new digital opportunities for clients.

### Clients:

- Set and help realise the digital strategy of our clients.
- Provide thought leadership, opinion and introductions to Total Media's specialist services.

### Commercials:

- Work with the Managing Partners to drive new revenue growth across the Business Group, with particular focus on strategy, consulting and additional services.

### Leadership & Team Management

- Support agency upskilling in key areas of digital development.
- Help develop the digital and data specialists in the business to ensure they have the very best opportunities to grow and identify any specialist training and development needs.

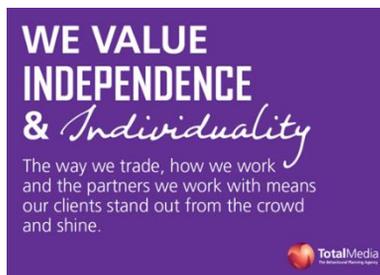
## About You

- An expert in digital media, digital comms planning, adtech, martech, eCommerce and data platforms.
- A track record of delivering exceptional digital work for clients or as a client.
- Strong digital-performance marketing skills especially in PPC and Paid Social.
- Strong relationships with digital & data partners, vendors, platforms and suppliers.
- A strong foundation in media planning principles and an understanding of the role media plays in a wide communications ecosystem.
- Excellent knowledge of 1st / 2nd / 3rd party data - how each should be applied and connected to provide customer driven marketing solutions.
- A solid understanding of Identity Management and how brands should be looking to use data across the entire Customer Experience – both online and offline.
- Ability to influence the most senior and demanding clients, partners and internal stakeholders.
- Excellent skills in consultative selling.
- Embraces and manages ambiguity/complexity and has the ability to adapt.
- Solutions driven mindset.
- Inspiring leadership skills.

## About the Team

You will sit within the behave team, which is made up of strategists, consultants, data experts and researchers. We provide leading behavioural insights and strategies for clients, helping them achieve their business goals through an exceptional understanding of humans, media and the use of cutting edge research technology and data. The team is driven, curious and fun.

## Our Values



## 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!