



Digital Account Executive

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 UK 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 Your primary client will be **BMW**, with support on smaller clients to be determined at a later date

The role We are looking for an enthusiastic Account Executive to join us as we build the new BMW team here at Total Media. Supporting the team in the day-to-day running of display & video campaigns, this is a great opportunity to kickstart your career in digital advertising working on a high profile, blue chip client. On clients outside of BMW you will get hands on experience in programmatic trading & optimisation, however this is not essential pre-requisite knowledge.

What we're looking for Our ideal candidate will have:

- An active interest in the digital media landscape, new media opportunities and media research.
- Keen to learn more about programmatic advertising and how to reach the right users to drive business results.
- Understanding of digital planning and buying including relevant research tools.
- Previous experience in performance advertising or programmatic is advantageous.
- High level of Excel knowledge preferred (you will learn on the job if not!) as well as experience with Powerpoint.
- Ability to organise and prioritise workloads with a strong attention to detail

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.



SEAN GOLDING
Head of Display and
Programmatic

Key Responsibilities

Campaign Planning

- This role will be responsible for delivering best in class display planning and execution, working with the central programmatic & biddable team to deliver holistic digital plans.
- Reporting into Account Manager and Senior Account Manager, you will assist in planning and buying digital display campaigns.
- Help the team develop audience driven strategies through the use of campaign planning tools .
- Deliver regular reporting in a timely manner, learning to uncover insight within the performance data.
- Work effectively and build relationships with other activation buying teams & Client Services to ensure an integrated approach with other media channels.
- Foster and adopt the theory of behavioural planning and apply this to audience planning and segmentation.
- Understand and apply strategy matched to the role of different digital channels.
- Provide compelling proposals that clearly show the logic from campaign planning to activation to measurement.

Set Up

- Execute and manage direct display campaigns for your clients, and exposure to programmatic buying across Display, Video, Audio & DOOH channels.
- Actively negotiate rates with publishers.
- Be responsible for the timely activation of campaigns.
- Ensure that client campaigns are structured to provide a logical link from campaign planning to co-ordinate campaign set up with the ad ops manager.
- Supporting the agency systems bookings process and manage all bookings with 3rd parties

Campaign Management

- Utilise bid management platforms such as The Trade Desk and DV360, to meet client’s business objectives.
- Analysing campaign effectiveness and preparing reports for clients as required, and provide continued auditing of campaign spends.
- Liaise with activation teams on digital performance to ensure efficient use of clients budget.
- Communicate results with publishers and identify optimisation opportunities.
- Identify new opportunities across digital to test with campaigns and relaying them succinctly to the AM and / or Client Services.

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 company weekend away each year
- + Brilliant Summer and Christmas parties
- + Wellbeing Wednesdays (offering initiatives like spending time with dogs from a local charity, reiki sessions and free healthy food)
- + Free fruit

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