



Digital Media Graduate

Running Total Media - Manchester

We are the behavioural planning agency.

AT THE TOP WHERE IT SHOULD BE: At RTM, we're 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 our team.

A bit about us

Running Total Media is a Manchester-based independent media planning & buying agency, and part of the Total Media Group. We aim to connect people to brands, using media strategies 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 experts dedicated to client servicing, broadcast, out-of-home, publishing, digital, and data.

The role

This is a fantastic opportunity for a bright, enthusiastic and confident individual looking to join our non-broadcast media team. The role involves supporting the team across all areas of this process including media planning, buying, campaign management & reporting, and account management.

What we're looking for

The candidate that would be ideal for the role will be:

- Interested in, hopefully even passionate about, digital media of all types
- A good communicator (verbal and written), numerate, and proficient in Microsoft Excel and PowerPoint
- Capable of multi-tasking, organising and prioritising their workloads with a strong eye for detail
- A team player, diligent, proactive and eager to learn and develop their media career
- An interest in problem solving & business consultancy.
- A high level of curiosity, with a drive to continually find better ways of understanding human behaviour.



Digital Account Director

MEET THE HIRING MANAGER: TOM NEEDHAM

Tom joined Running Total last year as Digital Account Director having had a number of digital roles across Manchester, both within large agency networks and smaller independent businesses. He has a diverse digital skillset across Social, Display and PPC and is looking to share his skills with the right individual! In his spare time he's recently got into his golf, and is a keen Leicester City fan - someone has to be!

Key Responsibilities

- Working with the wider team to provide brilliant, high-performing digital campaigns across multiple channels – including paid social, PPC, and display.
- Helping with planning & client servicing through understanding of clients' business, business issues, marketing and media objectives
- Will grow into building strong relationships with clients by providing proactive servicing
- Will develop a good understanding of media planning and buying across a wide range of channels, understanding the pros and cons of each channel
- Researching media opportunities (media landscape, media overviews, media partnerships)
- Maintaining best practice administration for clients
- Managing campaigns to ensure they deliver great results for clients
- Attending presentations & meetings
- Competitive & market analysis

Extended role :

- Keep abreast of industry news and events
- Pro-actively participate in agency and team initiatives

Clients include:

- Motorpoint
- Villa Plus
- Manchester College
- Sosandar
- Victorian Plumbing
- Beauty Bay

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 Running 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
- + Brilliant Summer and Christmas parties
- + Summer Friday's early finish