



Biddable Account Director – eCommerce Focus

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

You will be working on a variety of clients with key focus on Pet Pharma client/ FMCG clients / EPSON

The role

The Biddable AD is responsible for ensuring that your clients' receive an outstanding level of service and strategic thinking across their Biddable activity.

You will lead planning and activation across paid search and social for your client mix, and work closely with clients and TM teams to develop and implement recommendations. You will also play an active role in our cross-department AD team to influence the future direction of the business.

Based in our London office (although working remotely for the time being), and reporting into the Performance Lead, you will be working as part of our 19 person Biddable team, who sit within our wider cross-discipline Activation Team.



Anita Lusanska
Head of Biddable

Meet the hiring manager

Anita has been with Total Media for the past 8 years.

"I love the perks of working for an independent agency, the opportunity to learn about cross channel, across a wide range of verticals and be inspired every day. There is always something new I get to test and discover. I also like the independent agency environment, friendliness, team socials and frequent training opportunities"

Key responsibilities

- Lead account performance and activation across multiple channels for the client and act as the senior point of contact for all paid search and paid social activation queries (internal and external).
- Lead the output of your team, ensuring expectations are met at the highest of standard and that forecasts and month to date deliverables are constantly monitored and latest trends acted upon.
- Create strategy and detailed plans including budget proposals from briefs provided both from clients and internal client servicing teams.
- Contribute to Senior Management team initiatives with ideas and new processes when required.
- Working on new business pitches when required.
- Maintain, develop and nurture relationships with search engines /social media platforms and tech 3rd parties and ensure the team are up to speed on all the latest developments.
- Running team appraisals/recruitment and implementing training plans for own hub as and when required.

About you

You will have 3-4 years+ hands-on experience of planning and executing paid search and paid social campaigns across the main search engines and social media platforms. You will be a self-starter with a can do attitude, independent, curious, motivated and interested in developing yourself.

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.

Charity/Volunteering entitlement

We think people who volunteer their time for charitable causes deserve a little recognition. We give staff 2 "charity days" off for charitable work . One of these days will be spent volunteering for our partner charity 'Young Westminster Foundation'.

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.

The perks

- + Agile 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
- + 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, Solihull and Tallinn!