



# Biddable Account Manager

**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.

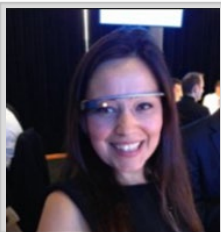
**Clients**

You will be working on supporting a variety of clients in the finance, tech and automotive industry, but your key focus will be on BritBox, which should take up approximately 80% of your time.

**The role**

In this role you will be overseeing the day- to- day running of Biddable (paid social and paid search) accounts acting as client lead. You will be reporting to the Biddable Performance Director, along with having line manager responsibilities for your teams execs/junior’s supporting you day- to- day. You will work closely with the clients and Total Media teams to plan and implement Biddable recommendations/tests and will be responsible for providing best-in-class campaign delivery in a fast paced environment.

Based in our London office (currently working in a hybrid style), 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

- Managing PPC and Social Media implementation and reporting for your clients. (Dashboard setup powered by Tableau)
- Working with Account Executive and Performance Director to implement best practice processes for campaign management and optimisation.
- Applying behavioural strategies and principles to planning and buying.
- Responsible for account set up, audience/keyword strategy, bid management, ad copy, landing page optimisation, analysis, Google Analytics, DoubleClick, KPIs, conversion and reporting of paid search and paid social accounts.
- Maintaining, nurturing and developing relationships with all search engines /social media platforms and 3<sup>rd</sup> parties and educating the rest of the team and the agency on the latest developments
- Providing support in new business pitches and helping to bed in new Biddable clients.

## About you

You will have 2-3 years+ hands-on experience 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. You will be independent, curious, motivated and interested in developing yourself. You will relish the opportunity for growth and development offered by the independent sector, and will demonstrate a keen interest in our behavioural positioning.

## 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.

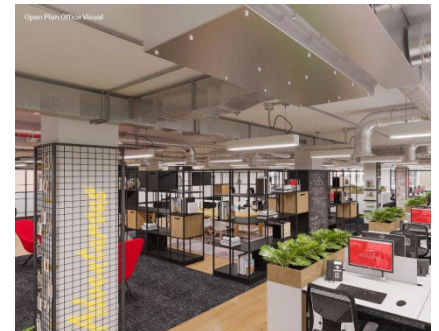


Our CSO, Lucas Brown organises a walking trip every year which is always good fun!



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!