



# Broadcast 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 work on broadcast clients including MG Motor, Zoflora, YuMOVE, Rana Pasta, De'longhi, ENO and Fresh Pet

**The team**

The Broadcast Team at Total Media are responsible for the planning and buying of campaigns across TV, radio, cinema, video and OOH. They work as part of the wider Activation Team to deliver integrated plans that have behavioural planning at their heart.

This role is important across the full team as it is responsible for leading planning, buying and delivery across all clients and driving synergy with the behavioural proposition.

**The role**

We are looking for an experienced Broadcast Manager to own the day to day across TM's varied clients. With a number of exciting new clients you will be able to come in and help us onboard and grow these new account.

With industry-leading training accreditations and an established training programme, this is a great opportunity to grow your media career



**Meet the hiring manager – Mike Hannan**

Mike joined Total Media in 2018 after previously working at PHD. Since joining the team he has worked across numerous verticals including entertainment, FMCG, Electronics and Petcare. As well as taking an active role in new business pitches, Mike often leads the charge to the pub (when they're open of course!)

**Key Responsibilities**

**Planning**

- Managing broadcast campaigns from strategy, implementation and reporting, acting as the day to day lead
- Reporting into the Account Director and with the support of an Account Executive, you will take briefs from strategy team and translate these into best practice broadcast media plans
- Maintain and develop relationships with media partners and 3rd party data providers
- Delivering innovative recommendations across media plans for all clients
- Understanding of what a broadcast plan looks like and means, leading to the ability to transfer client plans to bookings
- Adopting and utilising Total Media’s positioning as the Behavioural Planning agency

**Buying and negotiation**

- Lead the team with media planning, buying and campaign administration
- Working with Account Executive to ensure effective campaign set up, optimisation and reporting
- Negotiating with broadcast providers to ensure maximum value is obtained for the client
- Developing knowledge of a wide range of media markets, enabling informed conversations and holistic plans with media owners regarding TV, audio, cinema, OOH and digital campaigns
- Experience with audited clients would be a bonus, to help aid negotiations and drive results for our clients

**Total Media contribution**

- Working as part of the Broadcast and larger Total Media Activation teams
- Make significant contributions to internal meetings and brainstorming
- Creation of media updates and industry thought pieces

**About You**

- 2-3+ years experience planning and activating across Broadcast media campaigns
- Great communication skills and attention to detail
- Strong client management skills, and passionate about new technology within broadcast space
- Passionate about broadcast media and new technology
- Demonstrated ability to develop and implement digital strategy

**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 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