TotalMedia
The Behavioural Planning Agency

Certified B Corporation

WINNER campaign BEST PLACES TO WORK 2022

Display & Programmatic Account Manager

At the top, where it should be:

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!

The role

This is a fantastic opportunity to work across some of Total Media's biggest accounts – BMW, Zoetis, Paysafe. Working with a talented team of 4, you will be tasked with leading, motivating and making the most of their skills and delivering excellence in programmatic implementational planning across direct display and programmatic.

What you'll be doing

You will work with the Head of Programmatic to discover new AdTech and media partners to spearhead new workstreams for our clients and agency. This will give you access to a host of cutting-edge tech, senior stakeholders and provide the freedom to shape the future of the channel.

Key responsibilities

- Responsible for campaign implementation, analysis, management and reporting across dedicated clients.
- Work with Account Directors and Head of Programmatic to implement best practice processes for different DPS platforms across a range of industries.
- Account & campaign set up, audience research.
- Must have a good understanding of Google Analytics, conversion set up & tracking, as well as reporting & insight capabilities.

Meet the hiring manager

Guillermo Dvorak, Head of Digital

Specialties: Plan, direct and coordinate the operations while ensuring and improving the performance, productivity, efficiency and profitability of departmental and organizational operations through the provision of effective methods and strategies.

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campaign BEST PLACES TO WORK 2021

A bit about us

Total Media is an independent media planning & buying agency which was founded by Mike Sell in April 1982 with a mission to shake up a network dominated industry. 40 years on and we are still proudly independent and Mike is still our Chairman, however we have grown in size with over 130 employees across 3 UK offices in London, Manchester and Solihull, as well as having our own research consultancy, Behave, and being part of the largest independent media network, Mediaplus.

We are the only media agency built on the principles of behavioural science. We combine best in class media, data & research to deliver authentic, creative and effective media solutions that address real influences of people's behaviour.

We work across the full spectrum of media planning and buying, with fantastic teams dedicated to client servicing, broadcast, digital, data, research and content production.

And not forgetting our various teams (D&I, Fun Factory, Green, Outreach, Wellbeing) across the agency who work to promote a happy, healthy and inclusive culture.

Last, but certainly not least, we are hugely proud to be the first UK independent media agency to achieve B Corp UK status, joining a wide range of industries who are dedicated to building a more sustainable economy.

Our company values, which quite literally hold our ceiling up!

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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'll have the opportunity to use our private medical insurance, healthcare and life assurance schemes.

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: Our 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, as well as additional wellbeing days off.

Charity/Volunteering entitlement: We think people who volunteer their time for charitable causes deserve a little recognition. We give staff a day off for charitable work and an extra day to be used supporting our partner charity, Young Westminster Foundation.

Referral scheme: Know a fantastic candidate for Total Media Group? We pay a bonus of £1,000 to any eligible member of staff who introduces an applicant employed as a result.

Plus…

Flexible working based on core hours of 10am-4pm, with early finish Fridays

Agile working including hotdesking and working from home opportunities

Industry leading parental schemes and family policies such as enhanced maternity, paternity and shared parental leave policies. It also includes but is not limited to flexible working arrangements, returning parents coaching and continued tailored support to help you balance your family and work life.

Walking weekend away each year

Brilliant Summer and Christmas parties, and themed Thursday events

Discounts to Nuffield Health Wellbeing facilities

Award winning training

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

We have a dedicated team of Mental Health First Aiders across our offices who are always on hand to support our people. We also have multiple external Mental Health resources that our employees have access to

Opportunities to get involved in our culture teams spanning the environment, carbon neutrality, diversity & inclusion, wellbeing, outreach, as well as making sure we have fun on the way!

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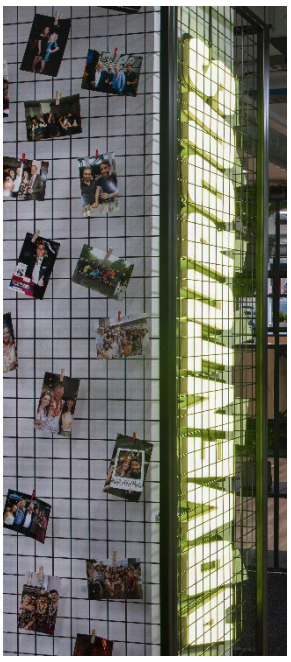
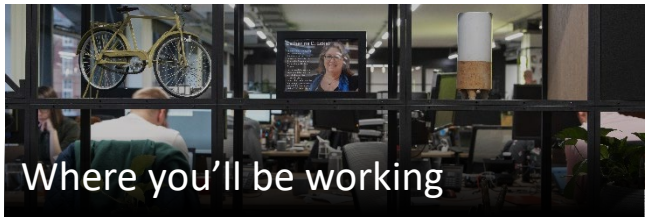
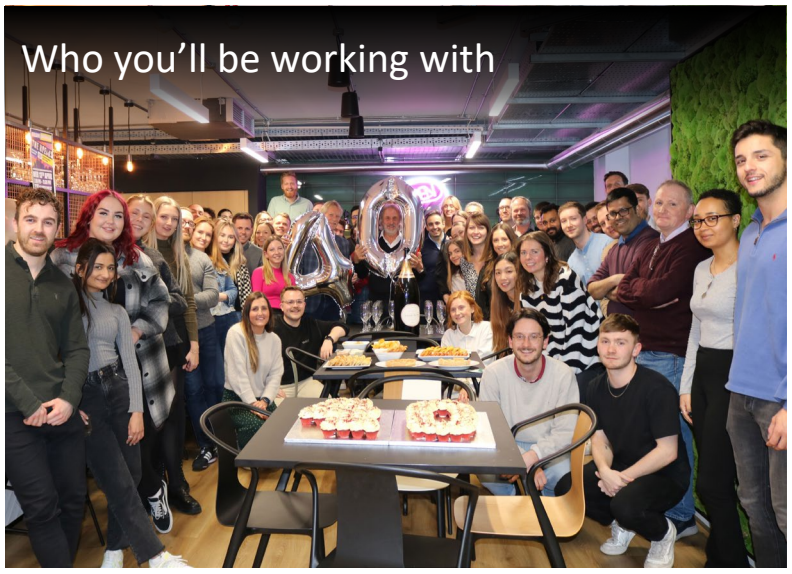
SOHO PARK




Where you'll be working


Who you'll be working with

GA
GD
GK
GS
WA

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A legacy beyond media

Certified B Corporation

Our B Corp Certification proves we are meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving, to supply chain practices and input materials.

CARBON NEUTRAL

We are officially a carbon neutral agency! We are also the first independent agency to offer our clients the opportunity to offset their media campaigns and in effect, make their campaigns carbon neutral too!

IPA cpd CONTINUOUS PROFESSIONAL DEVELOPMENT PLATINUM

As an IPA member agency, we demonstrate a genuine culture of learning, bettering the professionalism, development and reputation of the industry, enhancing clients' brands and our agencies' worth as a result.

Young Westminster Foundation

We are a charity partner of the Young Westminster Foundation, which supports local youth clubs and organisations through grants, training and networking opportunities.

We are a Living Wage Employer

We are an accredited Living Wage employer, which pays higher rates than the government minimum. This is independently calculated to ensure that all our employees pay meets the cost of living.

#timeTo

In Partnership with IPA NABS WACL

We adhere to and adopt the timeTo Code of Conduct, which has been written for every member of the advertising and marketing industry. This is a code of conduct that we adopt to make working life better, for everyone.

WE ARE A WACL 2022/23 Flexible First LEADERSHIP ORGANISATION

We adopt flexible working in all our jobs as we recognise that flexible working directly closes the gender pay gap, accelerates gender equality and is proven to have benefits for everyone, regardless of gender.

WINNER campaign BEST PLACES TO WORK 2022

We have formally been identified as Campaign's Best Places To Work.