

Head of Broadcast

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

The role is leading our growing broadcast team who work on clients including MG Motors, Britbox, Kenwood, De'Longhi, Fred Olsen Cruises, Greene King Pubs & Beers, Investec Banking, Lenovo, R.M. Williams and Youngs Seafood.

The Head of Broadcast is responsible for delivering the broadcast output of the agency, across TV, OOH, audio, cinema, and partnerships. They lead the operational running of the team, commercial performance, cross-channel integration with other activation teams and delivery of best in class broadcast products with digital understanding at the heart of everything we do. They work closely with our digital teams to develop our digital broadcast offering across AV, audio and OOH.

They shape the broadcast agenda for our clients and ensure the team has a clear understanding of our behavioural planning positioning and how to apply it in media. They deliver a clearly defined cross-media broadcast planning approach, and meet regularly with senior clients to review strategies and opportunities.

They lead our broadcast approach in new business pitches, and represent Total Media externally through PR, conference appearances and industry events.

Finally the Head of Broadcast has exceptional relationships with all major media owners, to provide us access to highly competitive rates and the latest opportunities in market.



Meet the hiring manager

Liz Duff, Head of Media & Investment

Liz is responsible for running all of the media activation teams at Total Media, as well as our commercial relationships with clients and media partners. Starting her career as a TV buyer at Carat back in the 200's, Liz joined Total Media in 2013 to experience the fast-paced independent sector and enjoys the many and varied challenges at Total Media.

More about the role...

About you

Looking to develop within a team leadership role, you should have significant experience in leading, mentoring and inspiring teams and delivering a high quality broadcast product. An independent agency offers you the ability to plan and trade outside of the agency share deal model, and you will embrace the opportunities this provides for creativity, innovation and flexibility in media planning and buying.

With a minimum of 8 years agency experience, you will have the experience to lead a growing cross-channel activation team, with a strong grounding in digital. You ideally have experience of print media in addition to your broadcast experience, but this isn't essential.

Key responsibilities

- Developing Total Media's Broadcast proposition in line with our behavioural positioning, ensuring that all services are best in class and that emerging revenue streams are fully investigated.
- Working with the Head of Media & Investment to deliver efficient and profitable trading. Be responsible for commercial negotiations, pitch submissions, value management, price tracking and audit delivery.
- Optimising resource based on business requirements, identifying and retaining key talent and working in collaboration with our regional offices to manage workloads.
- Being the Broadcast Team lead in new business work, ensuring that we deliver competitive pricing submissions and innovative and integrated proposals.
- A figurehead for the Broadcast Team with clients at a senior level, building trusted relationships and leading strategic conversations.
- Running our specialist partner relationships (e.g. Posterscope, Radioworks etc.) to deliver commercial targets and maintain a market leading offering.
- Working with digital team leads to continuously upskill the team in digital and identify growth opportunities, especially in programmatic and addressable TV.
- Working as part of the Activation Heads team to ensure the Broadcast Team works effectively as part of the integrated wider team.
- Being a lead senior voice within Total Media, both internally and externally, developing award entries and case studies to demonstrate our market leading proposition

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.

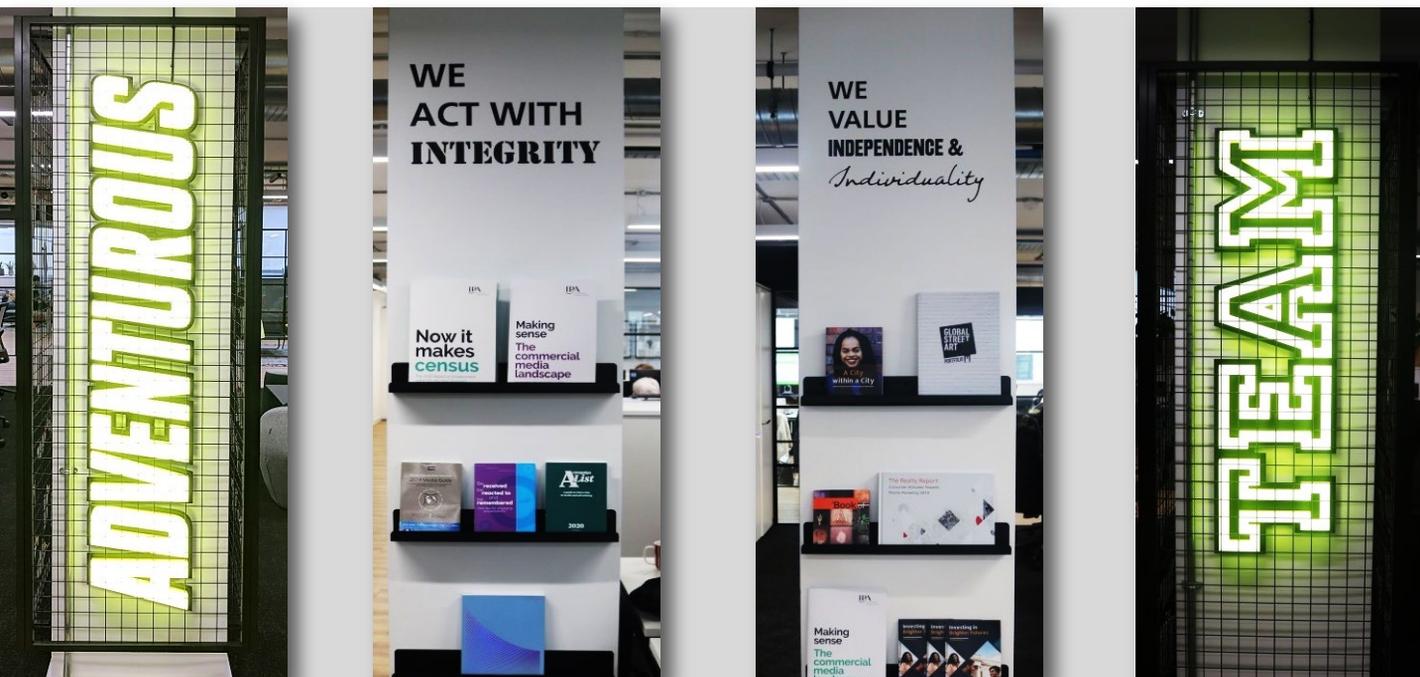
We are the only media agency built on the principles of behavioural science. We combine best in class media, data & research to deliver authentic, creative and effective media solutions that address real influences of people's behaviour.

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!



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

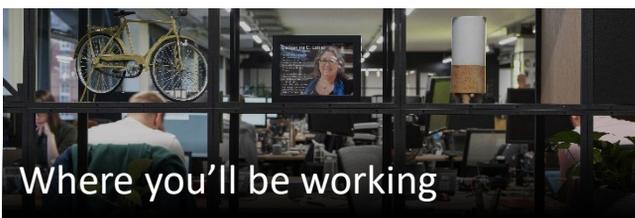
Discounts to Nuffield Health Wellbeing facilities

Award winning training

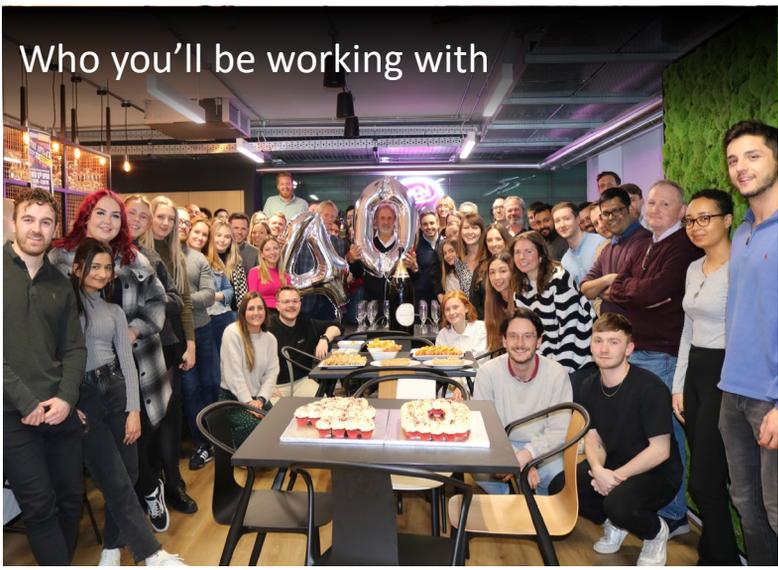
The Institute of Practitioners in Advertising run various qualifications throughout the year, both online and offline. We support our members of staff in obtaining these qualifications in every way we can

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!



Where you'll be working



Who you'll be working with



A legacy beyond media



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.



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!



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.



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 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.



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 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.



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