



Client Leadership Account Director

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 right candidate will take the lead on 2 to 3 well-known clients, ensuring that their experience of working with us is exceptional, and building a profitable and growing relationship. You will take responsibility for the ongoing delivery of robust media planning and buying that is effective and addresses the client's needs. The clients are among the largest in the agency and have huge potential for growth and innovation, focused on the UK market. You will also have the opportunity to be involved in pitches for new business, approaching these with both a creative, strategic and commercial mindset.

What we are looking for

- 3-4 years' experience working in a client facing role at a media agency.
- Knowledge of all media channels with a strong understanding of digital in particular.
- Have proven experience in client and stakeholder management.
- Strong presentation skills.
- A passion for the media industry and interest in the main trends that help to inform your thinking and output.

Meet the hiring manager

Hannah Moody - Business Director

I have built my career at Total Media, and have worked across several clients and industries, all with the aim of delivering brilliant work.

I'm originally from North Yorkshire, and I enjoy theatre, skiing, and am passionate about the environment.



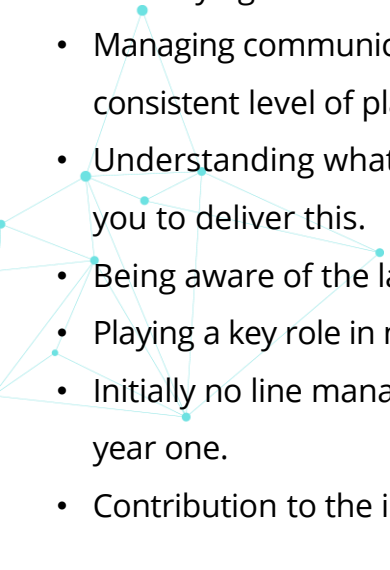


What we are looking for (continued)

- Knowledge of media planning systems and research tools.
- Excellent organisational skills to coordinate multiple omnichannel campaigns simultaneously.
- Strong grasp of effectiveness principles and confidence in creating measurement frameworks.
- A proactive attitude and growth mindset.
- A team player whose values align with our agency culture.

Key responsibilities

- Support the Business Director in ensuring a high-quality client service and planning and buying output.
- Day to day management of campaigns as the primary liaison between clients and channel specialists.
- Full oversight on the end-to-end campaign process from brief to strategy, planning, implementation, and measurement.
- Working closely with a strategist to develop the strategic approach and ensure this links back to the client's needs and objectives.
- Working in collaboration with the internal activation teams (Broadcast and Digital) to ensure the strategy is delivered through best practice media planning and buying.
- Managing communication on campaigns across the clients to ensure that a consistent level of planning and service is achieved.
- Understanding what makes a great media campaign and inspiring others around you to deliver this.
- Being aware of the latest trends in media, digital data, insight and measurement.
- Playing a key role in new business pitches.
- Initially no line management responsibilities but this would be expected within year one.
- Contribution to the internal AD working group, helping to roll out agency initiatives.





TotalMedia
The Behavioural Planning Agency



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. Over 40 years on and we are still proudly independent and Mike is still our Chairman, however we have grown in size with over 150 employees across 3 UK offices in London, Manchester and Solihull, as well as having our own behavioural consultancy, Behave, and being part of the largest independent media network, Mediaplus.

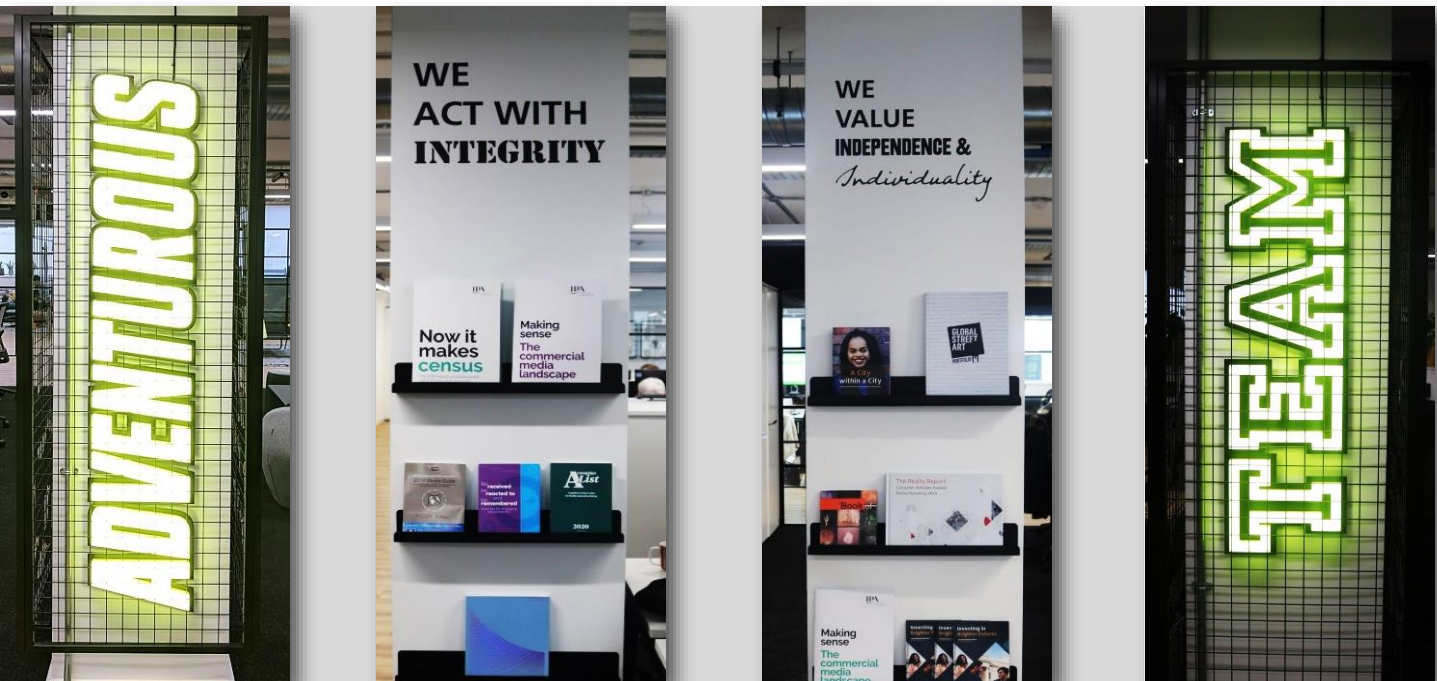
We are the only media agency built on the principles of behavioural science. We combine best in class media, data & research to deliver authentic, creative and effective media solutions that address real influences of people’s behaviour.

We work across the full spectrum of media planning and buying services, with fantastic teams dedicated to everything from client leadership and media planning / activation to SEO and influencer marketing as well as advanced data solutions.

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 and healthcare: When you've passed your probation, you'll have the opportunity to use our private medical insurance, healthcare and life assurance schemes.

Life Assurance: Our life assurance scheme offers 4 times your salary if you die in service whilst at Total Media.

Income protection: Income protection cover for up to 2 years if you should ever be off work with injury or sickness.

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.

Cycle to work scheme: This is a cost-effective and eco friendly way of travelling into work and making savings on a brand new bike and equipment via a company salary sacrifice scheme.

EV scheme: An opportunity to have access to a fantastic range of electric vehicles via a company salary sacrifice scheme after 2 years service.

Plus...

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

2 wellbeing days and 2 days off at Christmas

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

Award winning training, including supporting our people to obtain IPA qualifications

Opportunity for a sabbatical after 5 years' service

Walking + social weekend away each year

Brilliant Summer and Christmas parties, themed Friday events, and Mindful Monday with events such as massages and yoga

We have a dedicated team of in-house Mental Health First Aiders who are on hand to support our people, as well as access to multiple external Mental Health resources

Opportunities to get involved in our culture teams which cover DEI, environment, outreach, wellbeing & social

A legacy beyond media

We are committed to investing in our people, our community and the environment, you can find out more about this [here](#).



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 and are the first independent agency to offer our clients the opportunity to offset their media campaigns to 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 committed to creating a great place to work and as such, investing in our people and their learning & development is of the upmost importance to us, which is why we are proud to be an IIP Gold accredited company & awarded IPA Platinum in continuous professional development.



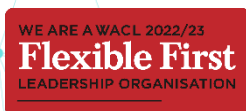
We are a charity partner of the Young Westminster Foundation, which supports local youth clubs and organisations through grants, training and networking opportunities.



We are an accredited Living Wage & London 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.



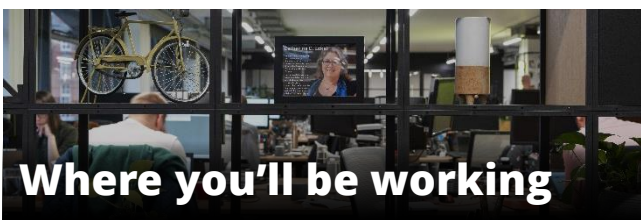
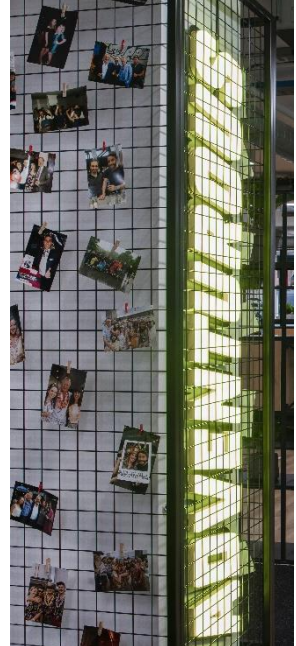
We are proud to be a timeTo endorsed agency, where we are committed to adhering and adopting the timeTo Code of Conduct to end sexual harassment in our industry.



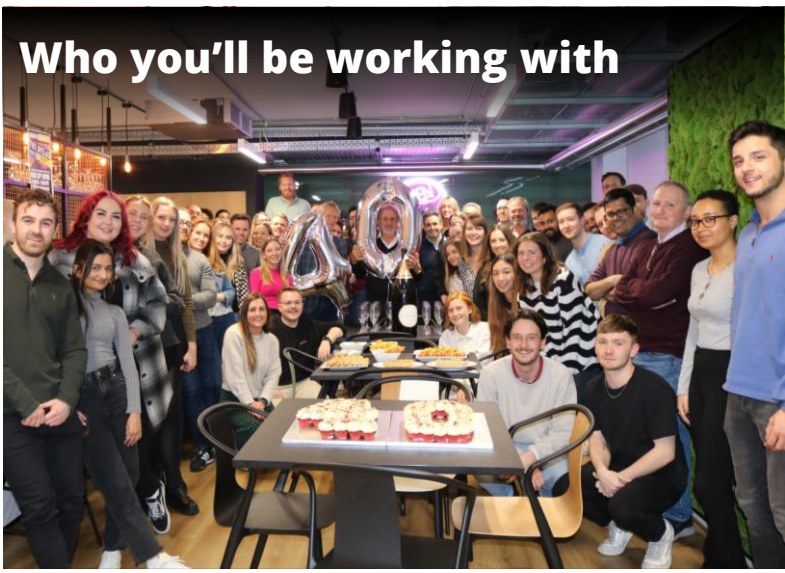
We adopt flexible working across the agency as we recognise flexible working directly closes the gender pay gap, accelerates gender equality and is proven to have benefits for everyone, regardless of gender.



We have publicly committed to the 10 actions set out in the Adland Commits charter we signed, which demonstrates our commitment to address inequality and take action against racism.



Where you'll be working



Who you'll be working with

