



Digital Senior 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

Reporting to an Account Director, you will work within the Digital Activation team, leading on omnichannel media and executional planning on the Epson Account. Your day-to-day will include leading both an Account Manager and Account Executive as you work together to create innovative strategies to meet client objectives as well as suggesting optimisations and testing opportunities to consistently meet both media and business KPIs. You will be responsible for overseeing the activation of activity across Google (Search, Shopping and Performance Max) as well as social platforms as well as assisting in the planning and reporting of activity across both Programmatic and Retail Media.

What we are looking for

- **Hands on experience:** in digital media with a proven track record across both Search and Social platforms with a willingness to expand their knowledge to other digital disciplines.
- **E-Commerce expertise:** practical experience of working with Product feeds ad formats such as Google Shopping, Performance Max and Meta's Advantage+ Suite.
- **Performance specialism:** historic focus on optimisation towards metrics such as Revenue, CPA and LTV.



Meet the hiring manager

Oliver Williams – Head of Digital Performance

I've been at Total Media since 2021 and currently lead the Digital team comprising of 35 specialists responsible for planning buying activity across Search, Social and Programmatic. Outside of my role at Total I love spending time in the outdoors and have a love for music and (depending on their results) Manchester United!



What we are looking for (continued)

- **Experience with bid and tag management platforms:** such as Search Ads 360, Campaign Manager and Skai.
- **Strong skills in managing time and tasks:** you will be able to prioritise not only your own time but that of your direct reports across ad hoc, recurring and project-based tasks.
- **Appetite for progression:** not only of your client's digital strategy through an inquisitive approach to test and learn but for your own career with a desire to progress into an Account Director position.
- **Have the curiosity to learn** about channels outside of your immediate specialism, whether across the wider digital ecosystem, or tapping into more traditional media executions in line with the client and team's needs.
- **Attention to detail:** with a core focus on accuracy of data and verbal and written communications ensuring a high standard in all that you do.
- **Collaboration:** across the team and with wider departments to ensure that projects are completed to the best standard possible with multiple skillsets feeding in.
- **Managing the lifecycle of the campaign:** from creating responses to briefs with an integrated approach. To planning through media schedules, optimisation and reporting of campaigns and insightful analysis.

Key responsibilities

- **Planning & execution:** of effective strategies across media channels through the funnel.
- **Line management of an Account Manager and Account Executive:** involving delegation of tasks, quality checking output of their work, as well as supporting on their growth, training and developmental needs.
- **Full funnel campaign operations:** with the ability to connect the impact of various executions to the overall KPIs.
- **Ensuring excellence:** making sure that your client's activity is set up to best practice and building and developing testing roadmaps all whilst ensuring timely financial reconciliations.



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.

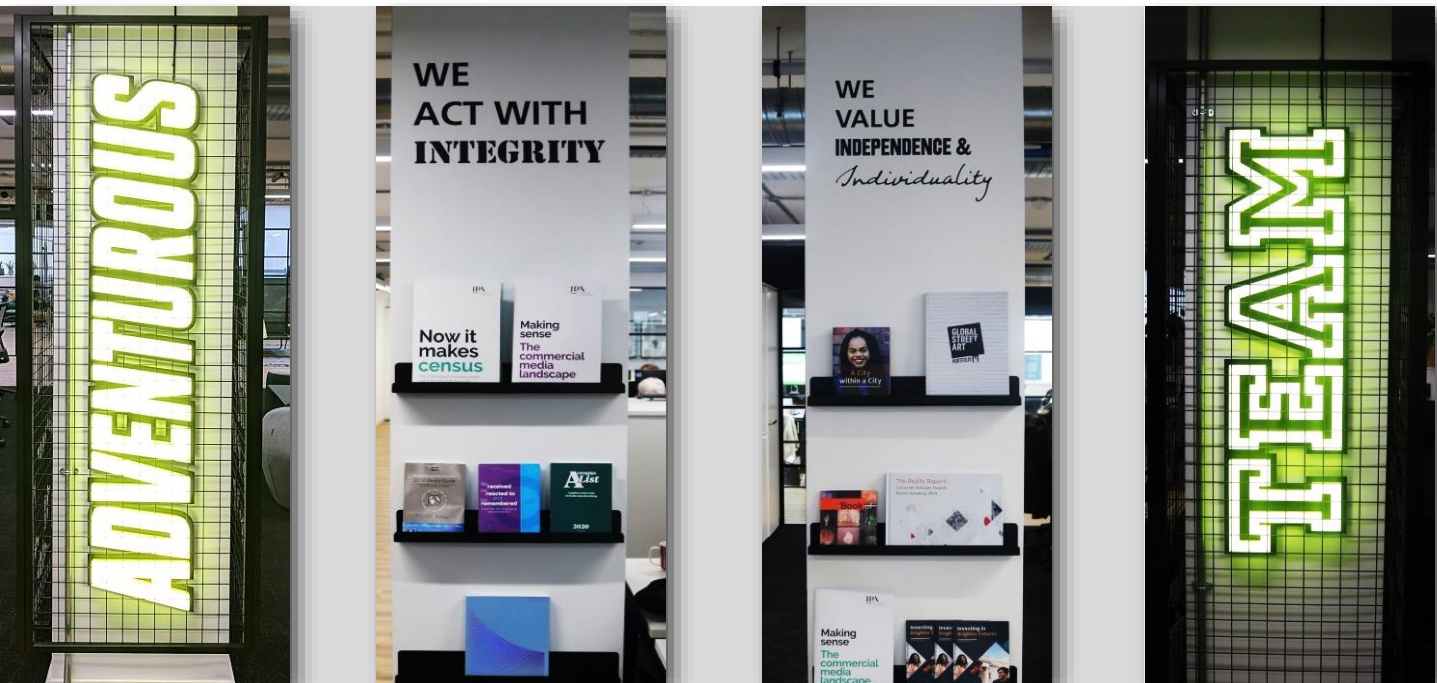
We are the only media agency built on the principles of behavioural science. We combine best in class media, data & research to deliver authentic, creative and effective media solutions that address real influences of people’s behaviour.

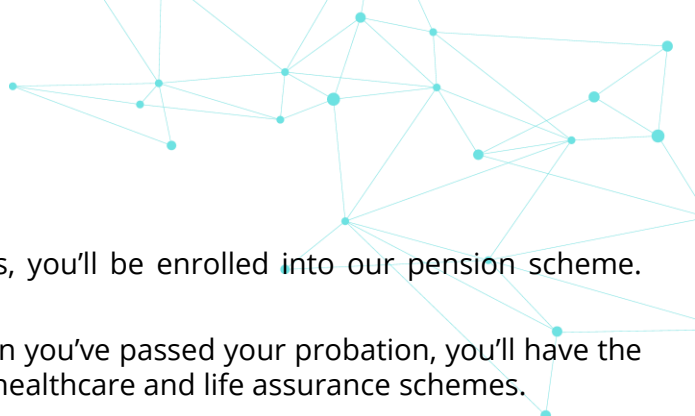
We work across the full spectrum of media planning and buying services, with fantastic teams dedicated to everything from client leadership and media planning / activation to SEO and influencer marketing as well as advanced data solutions.

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

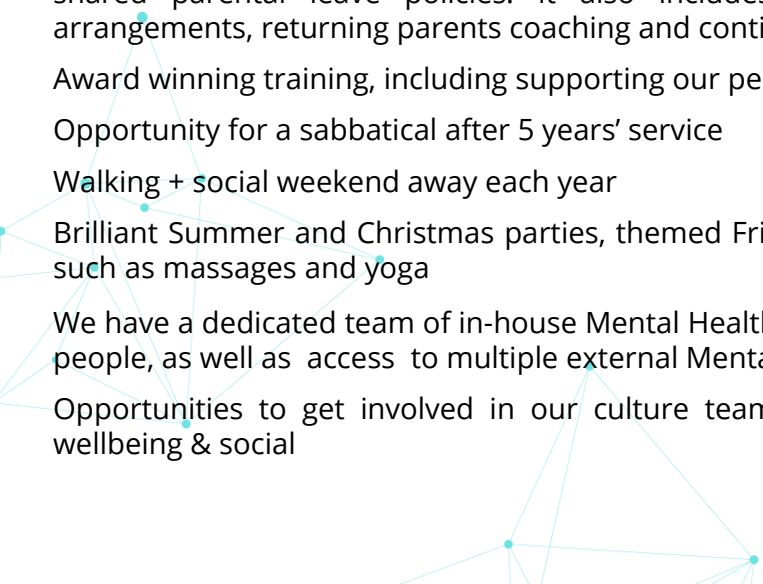
Opportunity for a sabbatical after 5 years' service

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.



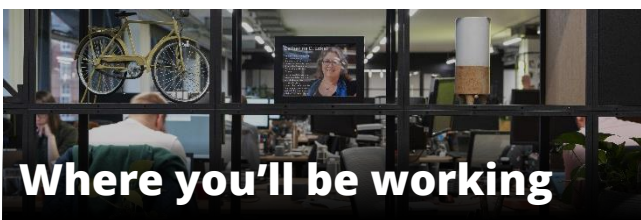
We are proud to be a timeTo endorsed agency, where we are committed to adhering and adopting the timeTo Code of Conduct to end sexual harassment in our industry.



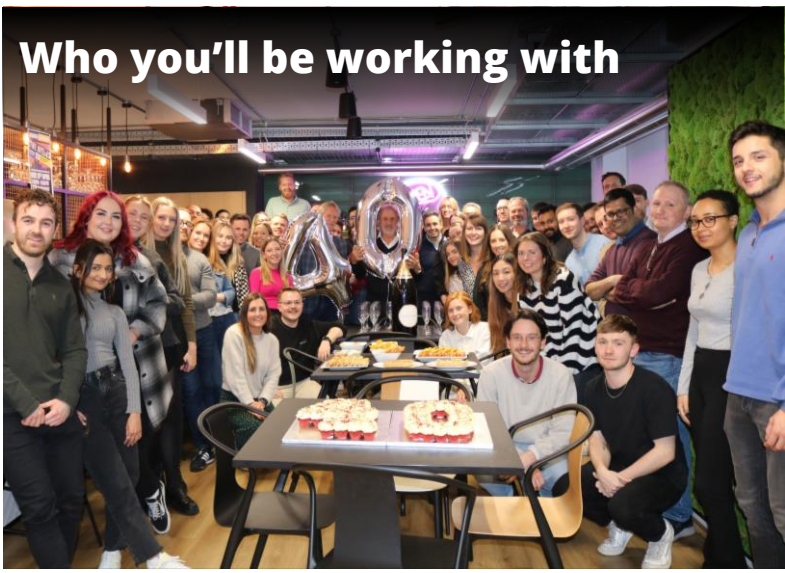
We adopt flexible working across the agency as we recognise flexible working directly closes the gender pay gap, accelerates gender equality and is proven to have benefits for everyone, regardless of gender.



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

