SENIOR EXECUTIVE, MEDIA

ABOUT US

Are you looking for a role where you will be given unrivalled opportunities to develop your career in media planning and buying?

Here at Smithfield, we are looking for a Sr Media Exec to come and join the team. Someone who enjoys digital media, working with numbers, is organised, happy to talk to clients and has a desire to learn about advertising media planning and buying. We will provide guidance, training, and the ability to up skill within the role.

Smithfield Agency: An independent media planning and buying agency with offices in Farringdon, London - we are specialists in Brand Response and Performance Media so we love measuring business outcomes for our clients.

There are IPA exams that give further qualifications and as members of the IPA we are proud to be part of their Continuous Professional Development programme – the media industry is constantly changing, but with the right support we can help you make it! We have a number of people who have been with us since they embarked into the world of work – we have continued to give them new challenges and allow them to develop their careers with us

We have a passionate commitment to Equality, Diversity, and Inclusivity and look to hold monthly workshops during which everybody is invited to participate and share their personal experiences. Dignity and respect of each other is one of our key business drivers.

Away from work we meet socially, both formally and informally on a regular basis.

ABOUT THE ROLE

We are looking for a Senior Executive with experience in digital activation to join us and progress their career in media planning, buying and campaign management. You don’t need to have had solely specialised in Digital previously but do need experience in a media or marketing agency role, plus experience in a role where you develop strong analytical skills will allow you to be successful with us.

WHAT YOU'LL DO IN YOUR NEW ROLE:

This is a client facing role, leading on planning, buying and implementing digital media campaigns that may be integrated with offline such as OOH, TV and radio. The role requires an understanding of the media landscape, excellent communication skills and the ability to build and maintain strong client relationships.

* Daily management of client requests on email and in-person meetings.
* Campaign activation across all advertising platforms – Google Ads, Meta, TikTok, etc.
* Campaign monitoring, reporting and optimisations – using our automated reporting tool Adverity for client and internal reporting, as well as pulling manual reports from ad platforms to help make optimisation decisions.
* Communication of results and optimisations to account directors, clients, and media / ad tech companies – hone and develop data visualisation skills for reporting against advertiser objectives and KPIs.
* Effective and accurate management of client media investment for all campaigns. Requires attention to detail, close control of daily campaign delivery and excellent Microsoft Excel skills for financial management of media billings.
* Use of Google Analytics, Google Trends and other tools (e.g. Ad Intel) for marketing analysis, media measurement and effectiveness.
* Supporting with planning effective digital media campaigns for performance and brand response for Smithfield clients.
* Building relationships and getting regular product updates from media owners and other key partners.

ABOUT YOU

**You are:**  Looking for a great place to work, proud of your skill set and looking to deliver exceptional service for your clients

**You want to:** Gain experience and skills in all sorts of performance media specialisms across online or offline media within a dynamic and innovative working environment

**You're great at:** Listening, meeting deadlines, going beyond the obvious. Obsessive attention to detail. Not afraid of admin. Happy to work both independently and as a team

**You fancy:** Joining a team that celebrates inclusivity, mobility and allows people to grow & develop while providing excellent training & development opportunities. Regular social events allow you to meet and get to know the rest of the team

**You do not need:** to have a degree if you have some relevant work experience. Maths skill is desirable too!

If having read this you are interested in knowing more about working for Smithfield please send us an email and we will be in touch.