

Job description: Paid Media Manager

Role: Paid Media Manager

Salary: £40,000K- £45,000

Hours: 35 hours per week (Mon - Fri) 3 days in office

Location: Central Bath

Overview:

As Media Manager you'll work at the core of Dialect's media team, helping to shape the strategy of our planning output, and run the campaign process from brief through to execution. The successful candidate will be , and be supported by, channel specialists. They will also work closely with our creative and strategy teams, to ensure our campaigns are truly integrated.

You'll help create world class global campaigns with some of the world's leading tech & gaming brands.

Duties and Responsibilities:

- Lead a sub-team of media planning/buying experts to create and execute against complex media plans across all digital channels - on time and to brief.
- To lead on performance leaning accounts, with opportunity in helping to grow this side of Dialect's media offering
- Assist in developing Dialect's reporting processes & outputs, supporting data analysts with media and tech perspective
- Day to day line management of a Media Planner
- Work closely with the broader agency, from research experts to data analysts, to lead on reporting output for planned campaigns.
- Support and maintain a strong relationship with the client account team on receiving briefs, presenting media approaches & plans, ongoing campaign status & reporting delivery.
 - Have the confidence to make recommendations to improve accounts
- Help provide insight & guidance to the Dialect creative team to create the best possible assets, and deliver the best possible campaign experiences for end users.
- Report / monitor account performance and ensure campaigns are optimised in line with expected results.
- Actively seek out opportunities to develop new and creative ad solutions for our clients, as well as supporting direct reports in doing so.
- Manage and build strong relationships with our media owners and platform providers
- Be a key media knowledge holder for clients, in support of dedicated client account team members.
- Contribute to new business efforts, and support the development of Dialect's performance marketing approach.

- Contribute to team development, including training plans & workshops.

Personal specification:

Essential requirements:

- A proven experience in digital media planning/buying, with 3+ years working inside a media agency, or similar organisation.
- Experienced at preparing online media plans, based on client objectives and KPIs and to a given budget.
- Solid understanding and working knowledge of the digital landscape, including programmatic platforms, search and paid social.
- Strong client management skills: experienced at presenting to clients at the highest levels and maintaining and developing relationships with client marketing teams.
- Experience in managing workflows of direct reports.
- Ability to work well with members of the account team across all agency disciplines.
- Web/media analytics and reporting skills.

Preferred Requirements:

- Experience in performance marketing tactics will be heavily preferred
- A personal interest in, or experience working with video gaming/tech clients.
- Experience working with DV360 and/or The Trade Desk DSPs.
- Experience planning direct publisher partnerships.
- Experience planning international campaigns.

Personal Spec:

- Ability to multi-task and efficiently manage time and priorities.
- Sound strategic thinker with strong creative problem-solving abilities and analytical skills.
- Solutions-oriented with a “can-do” attitude, creatively and strategically.
- Demonstrated ability to be highly organised, have strong attention to detail and the ability to work independently.

Key relationships

- Reports to the Associate Director - Media
- Works closely with the wider media team, as well as client services, strategy/insight, and creative teams.
- Work closely with external partners.

Our principles

Our core company values are the essence of who we are as a business. We are committed to building a workplace where our team enjoys a positive work/life balance, feels safe and are confident to speak out about their mental health and know we will be there to support them.

We value diversity and are committed to creating an inclusive culture where everyone is able to be themselves and reach their full potential. We are not as diverse as we'd like to be, but as we grow we want our people to be every bit as diverse and authentic as the audiences we create content for.

Our core values are:

Playfulness - We believe that play unlocks ideas and we take our work seriously (but not ourselves).

Trust - We do the right thing - even when no one is looking.

Kindness - We are always friendly, generous, considerate and honest with each other.

Determination - We are obsessed with being exceptional

Benefits

Flexible/Hybrid Working. We offer flexible hours and lots of opportunities to work from home – or wherever you happen to be!

Time Off. We don't count holidays. We want you to be well rested and at the top of your game, that's why we offer unlimited paid annual leave.

Wellness. Mental health is a top priority to us. We have a Mental Health partnership with Vitality Health giving you access to therapy and counselling, and your immediate family access to a huge range of resources and we are continuously working towards creating a culture where people are confident to speak out about their mental health.

Connecting. We're a social bunch here at Dialect. Team lunches/dinners, film club, book club, summer and Christmas parties are just a few of the things we enjoy as a team.

Growth. We encourage continuous professional development and exploration. We run lunch and learn sessions, quarterly performance reviews and have dedicated time each week for staff to focus on their professional development.