

Job Description

Role:	Biddable Account Director
Department:	Media
Reports into:	Director of Media and Analytics
Responsible for Managing:	Biddable AM and Exec

About Us

At Dewynters we believe experience is everything. From those we share together at theatres and concerts, exhibitions or sports events, to those we enjoy at home or online, every experience matters. Established in 1872 and based in central London, we're a fully integrated advertising and marketing agency specialising in live events, entertainment and the arts. Key accounts include The Book of Mormon, The Lion King, Royal Shakespeare Company, Waitress, Dear Evan Hansen, ATP World Tour Tennis Finals and The Big Feastival.

Dewynters is driven by creativity, passion and innovation and always understands the importance of getting the very best results for our clients.

About the Role

As the Biddable Media Account Director you'll be managing the approach, output and strategy for PPC, Paid Social and Programmatic Activity. Whilst also managing key client relationships and implementing activity for flagship accounts for the agency.

This role will be based within the media team, working very closely with the Director of Media and Analytics and managing a Biddable Manager and Biddable Exec.

About You

The ideal candidate is ambitious, positive and enthusiastic about delivering excellent results, but also looking at how to continually develop the agencies biddable offering.

The role requires someone with experience across biddable platforms and a track record of working with clients and managing campaign development, set up across a range of budgets.

Your responsibilities

- Develop Biddable Media Solutions, strategy and approach to Biddable channels
- Ensure that campaigns are delivered to the highest standard across a number of accounts
- Plan, build, implement, report and optimise biddable media activity whilst establishing and reporting on suitable KPIs
- Ensure integration of biddable strategies with other media channels, both digital and ATL
- Responsible for the day to day running and management of these accounts, carrying out technical changes, analysing and drawing insight from third party analytics data, implementing innovative management techniques to maximise campaign performance

- Work closely with the rest of the media team and other 3rd parties to produce clear and concise campaign reports and recommendations
- Manage the conversion tracking solutions for Biddable Media activity
- Administer all budget activity, including budget recommendations, invoicing and billing
- Keep abreast of developments within the Biddable Media space and share your knowledge with the team, wider agency and entertainment sector
- Assist the new Business leads and management team with pitches and new business

Your skills/qualifications

- Proven experience across Biddable media channels, specifically in either PPC, Social Advertising, Programmatic, ideally working within the agency environment
- Knowledge and experience across Biddable platforms and conversion tracking methods
- Experience managing a team and preferably a track record of establishing processes which enable the development of junior team members
- Meticulous attention to detail with all administrative tasks and comfortable in managing their own workload
- A team player who can perform under pressure to strict deadlines, in a constantly changing environment, whilst also maintaining to deliver a professional service
- Flexible work attitude, with the ability to think on your feet and juggle conflicting priorities
- Experience in the entertainment and theatre industry is advantageous but not essential
- Up-to-date knowledge of emerging trends within Biddable Media

Interested?

If you think this job is for you please send your updated CV and covering letter stating your salary expectations and why you are the right person to: recruitment@dewynters.com

What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- 23 days holiday rising to 28 days holiday (includes the Christmas shut -down)
- Flexible working
- Private health Insurance
- Career development and training
- Enhanced Maternity and Paternity package
- Life Assurance
- Season Ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets