

Job Description

Role: Digital Account Executive

Department: Media

Reports into: Digital Media Manager

Responsible for Managing: N/A

About Us

Based in Central London, Dewynters is a fully integrated agency, specialising in delivering great work embracing creativity, data and insight across all channels. The agency has a background in entertainment, arts and ticketed events, but is increasingly looking to diversify its client base.

Clients include a range of Entertainment and Non-Entertainment Brands such as Royal Shakespeare Company, Mamma Mia!, Nitto ATP World Tennis Finals, Esme and Houzz

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

Dewynters has a focus on great work led by creativity and insight. It is an exciting time for the agency with a lot of focus on innovation and embracing the changes the media landscape is experiencing.

The role reports into the Digital Media Manager and will be responsible for the overall team administration through excellent organisational skills, attention to detail, timely and accurate campaign activation, reporting and reconciliation.

This new role supports the Media Team within the key area of digital display but also may involve assisting with Social, PPC and Broadcast and Print when required.

About You

The right candidate for this role will be enthusiastic and eager learn and develop. They will have a good understanding of media market dynamics and trading/negotiation skills and also planning and managing campaign set up, optimisation and implementation across digital channels.

Job Duties

Your key responsibilities will be:

Organisation and Team Skills

- Understanding of the importance of time management/ deadlines/ multi-tasking; demonstration of putting this in to practice by following established procedures and meeting predetermined deadlines
- Accurate and timely delivery of:
 - Approved Campaign Bookings:

- Entering new bookings on to Chase
- Managing ad safety and all 3rd party suppliers
- Setting up of new clients via Finance
- Reconcile delivered campaigns and avoid invoice queries
- Managing all elements of a media plan
- Campaign Activation:
 - Create and maintain campaign timeline, from Client sign-off through to Post Campaign Analysis
 - Creative specs and trafficking sheets
 - Trafficking - responsible for set-up process (via Sizmek)
 - Liaising with media owners to ensure QA process is complete prior to launch
- Reporting:
 - Screengrabs of activity within 24/ 48 hours
 - Regular reports as agreed with Account Management / Client
 - Optimisation recommendations through application of data
 - Support line Manager in compilation of Post Campaign Analysis
- Client status docs
- Response to points raised from internal/ external meetings
- Update media plans as requested, and make sure they are accurate and include all the necessary detail (rates, correct formulas, formatting, dates, etc.)
- Other regular and ad hoc tasks, as directed by your line manager and team, delivered with extreme attention to detail

Client Servicing:

- Take a proactive role in knowing everything about your client's market:
 - Passion for the brand (read Trade press, follow on social networks, etc.)
 - Competitor activity reviews
 - Competitor creative reviews (knowledge of Comscore)
- Attendance and contribution of all relevant internal/ external status

Planning:

- Participate in internal and external meetings regarding current projects, future possibilities – briefs and brainstorming
- Develop practical knowledge of planning tools (Comscore, Adwords, Telmar etc.) as well as understanding best way to implement marketing campaigns
- Demonstrate a genuine interest in the agency: learn how the agency functions, who is responsible for what, key personnel in different departments (Account, Touring, Finance, etc.)
- Build relationships with Account Management; ensure questions are answered and help given where requested; request more detailed information if required
- Attend available relevant training sessions and enthusiastically seek on the job learning and support from your line manager

Trading

- Learn the principles of negotiating market leading prices, through the support of your line Manager:
 - KPIs, audits, benchmarks, past performance, market pressures, etc.
 - Understanding of key market dynamics
- Maintain good trading relationships with key Media Owners
 - Regular meetings with all key sales representatives to build market knowledge and external profile

Administration

- Respond to all requests, via email or other, in a timely, professional manner
- Accurately fill Dewynters admin i.e. Chase timesheets, BreatheHR holiday, room bookings and team calendar invites
- Adhere to all process guidelines as required; understand the admin process and the reasons for it

Skills/Qualifications

- Outstanding organisational, typing and computer skills (extensive experience of Microsoft Office required)
- Core understanding of media market dynamics and trading/ negotiation skills
- Flexible working attitude
- Excellent knowledge of Microsoft Office, especially Excel
- Meticulous attention to detail, the ability to show initiative, enthusiasm and good communication skills (verbal and written)
- Willingness to learn and develop
- Ability to think on your feet and juggle conflicting priorities.
- A creative problem solver
- Team player

What can we offer you?

We offer a whole array of benefits including:

- Competitive salary
- Flexible work days
- Permanent health insurance
- Career development and training
- Enhanced maternity and paternity package
- Life cover
- Season ticket loan
- Ride to work scheme
- Champagne and sabbaticals for long serving team members
- Christmas and summer parties
- Complimentary massages
- Complimentary fruit
- Friday afternoon wind-down drinks
- Complimentary theatre/entertainment tickets