

Media Planner

Company

We're Dewynters, the leading live entertainment marketing agency. Based in central London, we create ground-breaking campaigns that are seen across the world, spanning the fields of theatre, opera, concerts, music, sport, film, comedy and exhibitions. We are innovators in the application of digital-first and data-driven marketing strategies to ticketed events.

Our unrivalled creative experience and passion, together with our strategic, digital and data-driven expertise, ensure we always deliver the very best campaigns and results for our clients. These include the Royal Shakespeare Company, Nitto ATP World Tennis Finals, Les Misérables, Mamma Mia!, The Lion King, Kinky Boots, The Book of Mormon, Taste London Festival and Marvel Universe Live.

The Media Planner will be responsible for the development and management of offline media campaigns.

This position reports to the Director of Broadcast and Out-of-Home.

Your responsibilities

- Proactively plan, manage and execute offline campaigns, including budget management
- Manage client relationship throughout a campaign lifecycle: from requirement gathering and campaign scoping through to execution and reporting
- Advise on and influence clients' offline strategy
- Work with digital planning team to deliver integrated and innovative strategic plans
- Manage relationships with media partners and identify the proper partner mix
- Maintain strong working relationships with other relevant Dewynters departments
- Participate in rate negotiations where required
- Attend weekly client meetings as and when required
- Deliver results in line with client objectives and KPIs
- Identify new initiatives and opportunities on client accounts, for example, the testing of new platforms/channels

Your requirements

- Proven media agency experience in a planning/buying role
- Demonstrable knowledge of the media landscape
- Show a deep understanding of the developing role of offline marketing in the digital age
- Experience in or an understanding of planning, buying and research data in the following channels: out-of-home, radio, TV & print media
- Must have prior experience of independently building media plans

- Full understanding and interpretational skills in relation to industry systems such as Route, TGI, Rajar, BARB, NRS and Nielsen
- Highly skilled with Excel and PowerPoint
- Strong written and verbal communication and people skills with the ability to build strong relationships with clients, suppliers and internal teams
- Excellent organisational skills
- Ability to analyse results, identifying and explaining variance from goals
- Exceptional attention to detail with the ability to meet aggressive deadlines
- Ability to work autonomously to achieve and deliver against targets
- Desire to work in a fast-paced, inspiring, entrepreneurial environment
- An understanding of the UK live entertainment market would be preferable, although not essential as full training will be given

Interested?

If you think this job is for you please send your up-to-date CV and a covering letter, stating your salary expectations and why you are the right person for the position, to recruitment@dewynters.com

What can we offer you?

We offer an array of benefits, including:

- Competitive salary
- 23 days holiday rising to 28 days holiday (includes the Christmas shut-down)
- Flexible working
- Permanent health insurance
- Career development and training budget
- Enhanced maternity and paternity package
- Life cover
- Season ticket loan
- Ride to Work scheme
- Childcare vouchers
- Champagne and sabbaticals for long serving team members
- Christmas and summer parties
- Complimentary massages
- Complimentary fruit
- Five for Five social
- Friday afternoon wind-down drinks
- Complimentary theatre/entertainment tickets