

Job Description

Role: Media Planner

Department: Media

Reports into: Director of Media

Responsible for Managing: N/A

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, entertainments and the arts.

Current clients and active projects include West End theatre shows such as *Disney's The Lion King*, *Wicked*, *Dear Evan Hansen* and *The Book of Mormon*, national theatre tours, live immersive experiences e.g. 'Mamma Mia! The Party' at the O2 Arena and sports events including the *Nitto ATP Finals* – the finale to the ATP tennis season at the O2 Arena – and the *Qatar Goodwood Festival*.

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 Media Planner you will be responsible for the development and management of ATL media campaigns across OOH, TV, Radio, Experiential and Print, this position reports into the Director of Media.

The nature of an independent agency requires a high level of flexibility, common sense and attention to detail. The role, therefore, will evolve over time as you carve out your own remit within the team and, as such, you'll need a proactive, hand-on approach to the way you work.

Your Responsibilities

- The media team consists of specialists in all media channels from broadcast to biddable. Working as part of this team you will proactively plan, manage and execute campaigns, including budget management
- Manage client relationship throughout a campaign lifecycle: from requirement gathering and campaign scoping through to execution and reporting
- Advise and influence clients' media strategy
- Integrate seamlessly with our digital & social planning specialists to deliver integrated and innovative strategic media solutions for clients
- Manage day to day relationships with media partners & suppliers
- Implement media buying within the agency's trading framework
- Build and maintain strong working relationships with internal stakeholders and departments
- 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 Skills/Qualifications

- Comprehensive experience in proven media agency experience in a planning/buying role
- The role requires OOH & broadcast media experience and understanding
- Demonstrable knowledge & understanding of the UK media landscape
- Ability to articulate in depth the developing role of 'traditional' media in the digital age
- 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 Neilson
- Skilled in Excel and PowerPoint
- Confident written and verbal communication and people skills, with an ability to build strong relationships with clients, suppliers and internal teams
- Ability to analyse results, identifying and explaining variance from goals
- Exceptional attention to detail and comfortable working quickly and efficiently to tight deadlines
- 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
- Private health insurance
- Career development and training
- Enhanced Maternity and Paternity package
- Life Assurance
- Season ticket loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets