

## Media Planner/Buyer

Our clients' world-class brands bring people together – at the theatre, concerts, exhibitions, and sporting events. After a year like no other, we are expanding our media team to help us reconnect audiences to the bursting world of live entertainment.

Our campaigns entertain and engage ticket buyers through innovative, data-driven creative storytelling and this is your perfect chance to expand your horizons and play an important role in the future of the entertainment industry.

## The Role

- You will use your understanding of the media landscape to inform our day-to-day planning, buying and strategic development of media campaigns across multiple live entertainment products.
- You will consult with clients to plan and manage their activity across OOH, TV, bVOD, radio/audio and print.
- As part of a team that includes digital and social specialists, you will deliver integrated and innovative strategic media solutions.
- You will manage the full campaign lifecycle: from requirement gathering through to execution and reporting.

## Experience and Knowledge

- You bring proven media planning & buying experience to the table.
- You have demonstrable knowledge & understanding of the UK media landscape.
- You are a great communicator with client facing experience.
- Ability to articulate in depth the evolving role of 'traditional' media in the digital age.
- Analytically minded you can solve problems and autonomously create solutions.
- Although this role is primarily focussed on ATL channels, experience &/or understanding of digital media would be a benefit.
- You understand the importance of building strong, consultative relationships with clients, suppliers, and colleagues.

## Personal Skills

- You have excellent project management and organisational skills.
- You are confident and resourceful, you will have autonomy over the business you work on, but the pressure to perform will reflect this.
- You are a team player, with the ability to work under pressure and to strict deadlines, in a busy and constantly changing environment.
- You do not need experience in the entertainment industry, but you do need demonstrable curiosity in how it works.

## What can we offer you?

- 20 days holiday rising to 25 days holiday
- Flexible working
- Private health insurance
- Career development and training opportunities
- Enhanced Maternity and Paternity package
- Life Assurance
- Season ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets