

## **MEDIA EXECUTIVE – PRESS & OOH**

### **REPORTING TO: Media Manager – Press & OOH**

The Media Executive – Press & OOH provides direct support to the Media Manager – Press & OOH and Head of Media to maximise trading capabilities aligned to department strategy to drive increased revenue and profit, focusing on press and out of home mediums, as well as being accountable for assigned accounts relevant to their team patch of business. The role contributes to the day-to-day administration and should liaise closely with Media Coordinators to ensure accurate fulfilment.

#### **STRATEGIC PLANNING**

- Implement the required strategic vision and plan for the development of assigned accounts and media partners, as directed by the Media Manager and Head of Media.
- Responsible for the performance across assigned accounts.
- Maximise billings for Active clients whilst optimising ownerships by medium and media owner.

#### **COMMERCIAL**

- Ensure traded billings deliver against agreed agency and client KPIs.
- With Media Manager guidance, influence and persuade media partners on the acceptance of barter as payment for media space and conduct such trades on behalf of Active's clients across Press & OOH.
- Support the Media Manager to explore and create deal structures with the relevant media partners, ensuring suitable account management practices are followed.
- Implement agreed strategy for optimal draw-down of inventory positions, presenting commercially advantageous solutions to core agency contacts.
- Provide support to Media Manager to ensure 'barter friendly' solutions are promoted and presented consistently to increase client & agency return (i.e. increasing traded billings or return %), and ad-hoc opportunities (i.e. sponsorships or short-term).
- Demonstrate ability to competently present barter to media partners and agencies.
- Ensure tradability of existing clients is managed effectively with relevant agency contacts, including compilation of pipeline for existing clients via each agency.
- Ensure all bookings and P&Ls are completed and uploaded in an accurate and timely manner, providing the Media Coordinator(s) all appropriate information and insight.
- Help the Media Manager identify, build and maintain relationships with key decision-makers at media agencies (i.e. barter contacts and Investment points) and media partners (breadth of departments).
- Work alongside Head of Media to identify products and services most attractive to our core media partners.
- Support Travel & Events and Business Services drive to deliver point of difference to our media partners.
- Utilise systems (IPA, Salesforce, IPOWS, etc.) effectively to maximise efficiencies and generation of accurate historical/live information for both internal and external partners.

### TEAM

- Coach and mentor less experienced members of the Media team, and show strong work ethic, attention to detail and effective time management.
- Support Media Manager to compile your Development Plan and work to agreed objectives.
- Seek opportunities to work with other departments to increase internal knowledge, and work independently to grow understanding of the media and barter industries.
- Promote team self-development.

### GENERAL

- Provide Media support when required to the Finance department to ensure invoicing is seamless, queries are solved in a timely manner, and they are made aware of factors that will impact their roles and responsibilities.
- Work alongside peers and other departments to plan strategies and coordinate efforts to achieve our goals.
- Contribute to department & company meetings and encourage adoption of company culture & values.
- Develop strong understanding of all mediums and support the Media Manager to champion your allocated lead medium, ensuring continued education for the rest of the business at quarterly presentation updates.
- Ensure the Media Manager is kept fully informed on any developments that may require their input or may impact their internal or external dealings.
- Identify and implement improvements to company practices.
- Prepare reports and ensure contracts are executed as required.
- Perform other duties and responsibilities which may be assigned to you from time to time.

# THE IDEAL PERSON

## You will bring

- Experience within the Media industry in a commercial/client facing role.
- Ambition to understand Active as a whole and not just their own responsibilities.
- Ability to absorb direction and fulfil internal and external directives.
- Effective communication with excellent attention to detail.
- Comfort with an environment committed to transformation and ability to adapt to the market.
- Drive to achieve individual and group targets, goals & deadlines.
- Ability to lead effectively, regardless of management experience.
- Competence with Microsoft Office applications.

**Competencies and Behaviours for Active Executives and Coordinators – our competencies help us to design learning opportunities and training to support our team members to be the best they can be.**

 <p><b>Task Orientation</b></p> <ul style="list-style-type: none"> <li>• Effective time management and planning</li> <li>• Teamwork and accountability</li> <li>• Reliability and trust</li> </ul>	 <p><b>Building Relationships and Collaboration</b></p> <ul style="list-style-type: none"> <li>• Develops trusting relationships with others across the business</li> <li>• Delivers on promises and manages expectations</li> <li>• Openness to others' views</li> </ul>
 <p><b>Problem Solving</b></p> <ul style="list-style-type: none"> <li>• Curiosity to explore new ideas and ways of working</li> <li>• Business-focused decision-making</li> </ul>	 <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Listens with intent</li> <li>• Asks questions and takes initiative to continuous improvement</li> <li>• Collaborative approach in a cross-functional team setting</li> <li>• Clarity of verbal and non-verbal communication</li> </ul>
 <p><b>Adapts To Change</b></p> <ul style="list-style-type: none"> <li>• Positive can-do attitude</li> <li>• Practises flexibility</li> <li>• Encourages self-development and growth</li> </ul>	

Read [Active UK's Recruitment Manifesto here](#) outlining our commitment to clear, fair and kind recruitment processes

We invest, and focus, on the development of the team at Active. In return our employees, at all levels, must hold our values in high regard and live them in their day-to-day approach and behaviours.

Leadership is rooted in vision and people

Creativity enables us to Achieve More

Integrity is holding ourselves accountable

Courage is manifested by our entrepreneurial DNA

We are proud of our independence

Customer focus is front of mind

Active International is an equal opportunities employer and positively encourages applications from potential new Activians regardless of gender, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, pregnancy & maternity, physical ability or attributes, cognitive processing style, political views and socio-economic background.

If you have any reasonable adjustment needs arising from a disability, medical condition or otherwise to fully participate in the recruitment process, please discuss this when contacted about interviewing with us.