

## Media Executive – Broadcast & Digital

### Reporting to: Media Manager – Broadcast & Digital

The Media Executive – Broadcast & Digital provides direct support to the Media Manager – Broadcast & Digital and Head of Media to maximise trading capabilities aligned to department strategy to drive increased revenue and profit, focusing on broadcast and digital mediums. The role holds ownership, accountability and responsibility for assigned accounts (agency and media partner account management) relevant to their team patch of business and contributes to the day-to-day team administration.

#### THE RESPONSIBILITIES OF THE ROLE

##### Strategic Planning

- Support Media Manager and Head of Media to design & implement the strategic vision and plan for the development of assigned accounts, media partners, and direct reports.
- Responsible for the performance across assigned accounts.
- Maximise billings for Active clients whilst optimising ownerships by medium and media owner.
- Lead our adoption and use of available systems, and the generation and communication of initiatives to improve benefit to the Media team.
- Demonstrate strong understanding of annual and quarterly budgets and our performance against them.

##### 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 Broadcast & Digital.
- 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 Operations Team with 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 and PoweBi etc.) effectively to maximise efficiencies and generation of accurate historical/live information for both internal and external partners.

## Team Management

- Adopt a coaching approach to help personal development and that of others across the team
- Show strong work ethic, attention to detail and effective time management
- Support Media Manager to compile your Development Plan and work to agreed objectives.
- Conduct Development Plans in a timely manner, with Media Manager support, and ensure objectives are fit for purpose, clearly documented and review regularly.
- 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

- Act as the lead contact addressing finance queries and reconciliation within agencies, working closely with the Operations Team, and Finance, 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 help 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.
- Demonstrate strong understanding of annual and quarterly budgets and our performance against them.
- Manage IPA forecasting for business patch to be in line with departmental messaging.
- 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 as shall be assigned to you from time to time.

**THE PERSON**

**Experience & Skills**

- Experience in a client/external facing role.
- Experience within the Media industry, preferable.
- A self-starter with ambition to understand Active as a whole and not just their own responsibilities.
- Comfortable in an environment committed to transformation and ability to adapt to the market.

**Competencies and Behaviours**

**Task Orientation**



- Time management and planning
- Teamwork and accountability
- Reliability and trust
- Driven to achieve individual and group targets, goals & deadlines

**Problem Solving**



- Curiosity to explore new ideas and ways of working
- Business-focused decision-making
- Defines clear processes and manages upwards effectively.

**Adapts To Change**



- Positive can-do attitude
- Practises flexibility adapting well when change arises
- Encourages self-development and growth

**Building Relationships and Collaboration**



- Develops trusting relationships with others
- Delivers on promises and manages expectations
- Openness to others' views
- Sets an example to lead effectively, regardless of management experience.

**Communication**



- Listens with intent
- Asks questions and takes initiative for continuous improvement
- Collaborative approach in a cross-functional team setting
- Clarity of verbal and non-verbal communication

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**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.

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