

**Job Title: HEAD OF AGENCY PARTNERSHIPS – NORTH & SCOTLAND
(12-Month Fixed-Term Contract)**

Manager: COMMERCIAL PARTNERSHIPS DIRECTOR

Background:

Active International has identified the opportunity to create a new role – Head of Agency Partnerships – covering Manchester, Leeds, Newcastle, Liverpool and Edinburgh.

Within our market, all agency holding companies have regional offices and we have seen the strategic expansion of Independent Agencies which offer a real growth opportunity. The North and Scotland region alone represents £1bn of media buying advertising revenue with over half of that spend in TV.

Role Description:

The Head of Agency Partnerships – North and Scotland is responsible for maximising opportunities within established and new agency partners, aligning to Active’s agency strategy, to drive increased revenue and profit.

Leveraging your contacts and expertise in sales, marketing and client relationship management you will identify new business opportunities, cultivate relationships with agencies and clients. You must be able to demonstrate a strong knowledge of digital media as well as all traditional media channels. This role requires a dynamic results oriented individual with a proven track record across the media and marketing Industry.

The person in this role will spend the majority of their time travelling to meet external partners in the North and Scotland and may include overnight stays. There is a requirement to attend the London Office for “all Activian” meetings such as the monthly Business Status Meeting, Quarterly Business Reviews and annual Awayday, as well as ad hoc team meetings.

Responsibilities:

Strategic Planning

- Alongside the Commercial Partnerships Director, and agency team colleagues, contribute to the creation of department-wide strategic plans for agency sustainability and growth, both short (current year) and the long-term (3+ years).
- Create and develop strategic plan to enhance Active’s offering across the role’s agency portfolio.
- Develop and define agency SLAs that deliver long-term relationships and profitable business.
- Keep informed and up to date with industry trends, competitor offerings, and market developments to identify new business opportunities and competitive threats.
- Generate and execute strategies to address agency underperformance alongside department Director.
- Play a key role in company meetings, leading in the creation of overall company initiatives, new ideas & solutions to ensure achievement of our collective goals.

Commercial:

- Build strong relationships with key agency contacts, within agreed agency portfolio, at both communications planner and business director level engendering trust and confidence, including regular in-person meetings, review and networking, to ensure Active is their partner of choice.
- Account Manage identified agency business with regular, quarterly and bi-annual reviews covering barter performance, process, opportunities and innovations.
- Develop agency partner knowledge and understanding of Barter through facilitation of educational workshops and presentations.
- Develop and implement robust account management process to deliver relevant communication, contract completion and regular reporting for identified Barter clients.
- Proactively prospect and generate leads through networking, cold calling, and other sales activities.
- Forecast and track agency performance with an aim to achieving year on year growth across billings and profit.
- Work closely with the Client team to identify new business opportunities and onboard new clients in your agency portfolio, introducing cross client pollination and business services beyond media accelerating a deeper relationship to Active.
- Support Agency Barter contacts with new ideas for client pitches.
- Promote innovative business solutions and inventory positions working with the media team offering greater incentives to both agency and client.
- Work closely with the Media Team to ensure consistency of communication across all agency contacts.
- Co-ordinate and support Business Services to deliver point of difference to our agency partners.
- Utilise systems (IPA, Salesforce, Power BI to maximise efficiencies and generation of accurate historical/live information for both internal and external partners.

Team:

- Continually monitor team KPIs and feedback status to department director and all-company, including accompanying insight and actions.
- Work alongside agency team colleagues keeping them across business being spoken about within the network agency's in the regions as this will contribute into the overall yearly budgets of the networks.
- Lead regular company Business Status and Commercial Meetings, ensuring effective cross-team collaboration, educating from a commercial agency perspective, and encouraging adoption of company culture & values.
- In partnership with peers, plan strategies and coordinate efforts to increase ability to achieve our goals.

General:

- Continually develop own understanding of barter and mediums traded.
- Represent Active at external events when required.
- Promote Active-wide team self-development to support development and progression.
- Perform other duties and responsibilities that may be assigned to you from time to time.

The ideal skills, experience and knowledge you will bring:

- Demonstrated expertise in account management, business development, sales and media within a media owner or agency setting, delivering measurable results.
- Strong relationships with key senior contacts across North and Scotland media buying agencies.
- Proven experience of creating and implementing effective strategic plans.
- Inspires, motivates, mentors and coaches peers and junior teams.
- Strong understanding of Active as a whole and not just their own department.
- Comfortable in an environment committed to transformation and adaptation to the market.
- Drive to achieve individual and group targets, goals & deadlines.
- Competent with Microsoft Office applications.

Competencies & Expectations:



Strategic Leadership and Management

- Commercial agility & cognitive flexibility
- Entrepreneurial and drives for results with both short-term impact and long-term perspective
- Collaborative approach to facilitate cross-functional team working
- Develop own coaching skills to deliver high performance and accountability across teams



Building Relationships and Collaboration

- Builds trust and demonstrates personal accountability.
- Flexibility in style from directive to empowering and agile
- Motivates and inspires team and companywide collaboration
- Demonstrates values and behaviours - integrity, leadership and creativity



Complex Problem Solving

- Uses insight, analysis and considered judgement connecting to outer world.
- Action oriented to stretch goals.
- Critical thinking with timely and holistic decision making.



Communication

- Articulates vision and inspires individuals and teams
- Delegates effectively encouraging creativity and initiative
- Presence and accountability with comfort in a matrix structure
- Proactively and positively manages conflict and resolution
- Champions “Active Listening” to understand others



Champion Change

- Inspires and directs innovation
- Handles ambiguity pragmatically
- Practices and role models resilience
- Encourages self-development and growth

OUR COMPANY VALUES

**INNOVATE AND
SIMPLIFY**

**BE A THINKER AND A
DOER**

**CONNECT, CARE AND
CO-CREATE**

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.

Our Commitment to Fair Process:

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 participate in the recruitment process fully, please discuss this when contacted about interviewing with us.

Read our [Recruitment Manifesto](#).

This document outlines our commitment to clear, fair, and kind recruitment processes.