

JOB SPECIFICATION: ACCOUNT DIRECTOR (REF: AD0717)

THE OPPORTUNITY

MediaSense, a media advisory partner to some of the biggest brands globally, is looking for an outstanding account lead. The successful candidate will be expected to add value immediately in this dynamic, people focussed and fast-growing company with big plans.

THE COMPANY

Media can be a complex and challenging landscape to navigate, we take brands on a journey from where they are to where they want to be; building on existing strengths, removing blockers and maximising opportunities across all components of their media ecosystem.

Helping brands take greater control since 2009, we are proud to work with a wide selection of global clients including Adidas, Tesco, Lloyds Banking Group, BP, Virgin Media, Dixons Carphone Warehouse, Perrigo, Compare The Market and many more.

Based in the heart of Fitzrovia, our specialist advisory team brings together expertise from media and digital agencies, technology companies and brand marketing to evaluate the effectiveness of each component, determining where it can be improved. This includes:

Partner selection

We find the right partners with the expertise, capabilities and culture to support brands needs and goals.

Media performance

We evaluate media investments and assets and recommend new approaches to optimise value and performance.

Commercial governance

We design and negotiate commercial models and contracts to drive appropriate behaviours and ensure accountability and compliance.

Digital acceleration

We design and implement the optimal data and technology infrastructure, to accelerate digital marketing performance.

We're rigorous, we're challenging, we're independent, creating customised solutions that give brands clarity and control of their media investments.

THE ROLE

The ideal candidate will be experienced having held account management and/or media planning/buying/investment roles in media agencies during their career, and will have good knowledge across all channels. They will be natural relationship builders and business developers, possessing strong analytical & organisational skills combined with a logical approach to problem solving. Energy, enthusiasm, loyalty, and a 'muck in' attitude are all essential in this fast paced environment.

This is an important role within the company, as from day one you shall be working on important projects and retainer work, alongside the Directors of the company. You will be supported by a very capable team of experts and analysts, with whom you will work closely and collaboratively to deliver high quality work. We expect the right candidate to have excellent relationship building, presentation and report writing skills.

In the medium to longer term, we expect the individual to make a significant contribution to the ongoing success of the company and build strong client relationships.

The role comprises a wide range of activities:

1. Working alongside the directors, digital advisors and analysts as the project-lead of important supply chain and partner reviews, or leading regular performance assessments for senior marketing stakeholders and agency teams
2. Identifying opportunities to deepen customer relationships and build in added value services, and specifically the services of our sister company STACK I/O
3. Developing service proposals for new prospects and existing clients
4. Taking responsibility for a wide variety of tasks on an ad-hoc basis to support the ongoing growth of our company

This diverse and challenging role provides a huge opportunity rarely achievable in media agencies and media owners. The projects which MediaSense undertake tend to be far more complex and challenging than the routine measurement done by legacy consulting companies.

THE ESSENTIALS

You are mature, articulate, numerate & methodical and have a self-starting attitude to work.

You are someone with:

1. 5 to 10 years' experience in an account management, media investment or media planning & buying role, with excellent media craft skills and a deep understanding of what it takes to deliver exceptional media services
2. First-hand knowledge of the digital eco-system and sufficiently self-motivated to learn more when the opportunity presents itself
3. Independent, collaborative, self-motivated and hard working with attention to detail
4. Strong computer skills, comfortable working with spreadsheets - good Excel/PowerPoint/Word skills are a must
5. Confident communicator, articulate, excellent presentation skills and at ease liaising with both agency and client contacts
6. A track record of building strong client relationships
7. Likes to work in a small team and mentor people

For more information, visit www.media-sense.com and www.stack-io.com

To apply for this role, send your CV and covering letter to applications@media-sense.com