



Job Description : Media Planning Manager

Location: London

About Yonder Media

Yonder Media is the audience first, creative media agency.

We're a modern independent media agency, passionate about growing brands by putting audiences and imagination at the centre of everything we do.

Our team consists of media experts with decades of network agency experience, brand strategists and a sprinkling of creatives, brought together to develop simple, inventive media thinking, inspired by real human behaviour.

We plan, buy and optimise media across paid, owned and earned channels, guided by an understanding of the role that marketing and communications needs to play in any given purchasing cycle.

As part of [The Beyond Collective](#), we have access to diverse talents from across the creative industries, enabling us to tackle our clients' challenges in original ways. We love to work with brands as ambitious as we are.

Summary of Role

We're building an agency, from the ground up. Every role in the business requires adept multi-tasking and a lot of learning on the job. You will be exposed to many different aspects of a media agency, from client servicing, to planning, buying, operations, marketing and new business. There will be countless opportunities to get involved in the actual evolution of Yonder Media as a business – we're still very much in fast growth mode. There aren't many jobs out there that would offer you such a range of breadth of opportunities. We are looking for an individual who wants real exposure to the exciting 'goings on' at a startup and is looking to fast track their career.

As a Media Planning Manager, you will play a pivotal role in developing media strategies, servicing clients, and implementing media plans and recommendations. Working closely with the Group Brand Lead and the MD, you will be involved in all aspects of media planning, from insight gathering to strategy development and campaign. You will also collaborate with our Above & Beyond counterparts to create joint media and creative responses and campaigns, and develop creative solutions to our clients' business and marketing challenges.

Key responsibilities

87 Weston Street, London SE1 3RS

beyondcollective.com





Brand Servicing

- Support the MD and Group Brand Lead in the management of key clients and projects, providing first class service to our clients
- As Manager you will be given client accounts to handle and be the primary day to day port of call for our clients
- Project and account management to align teams and agency resources, as well as external partners, see campaigns through to delivery
- Develop close working relationships with our clients and delight them with attentive service and strategic thinking

Media Strategy & Planning

- Support the MD and the Group Brand Lead in developing media strategies and plans for our clients in keeping with Yonder's *Audience First, Creative Media* proposition.
- Insight gathering: using tools and resources to generate insights into consumer behaviour, and media choices
- Creating clear and impactful presentations and media plans to communicate our recommendations to our clients
- Working closely with media owners, creative agency partners and colleagues on client briefs to deliver creative and effective media solutions for our clients

Media buying and campaign management

- Coordination and execution of the media plan, working with outside media partners as well as colleagues in specialist buying roles within Yonder.
- Additionally you will be buying certain media, negotiating and managing bookings. (while we are small, there's a need to get involved in all aspects of the media agency at times!)
- Liaising with outside partner agencies (creative and media) on campaign development
- Liaising with Above+Beyond creative agency teams on integrated accounts
- Support marketing of the agency, including:
 - assist with the writing of case studies, award entries and any other trade media pieces
 - contribute to the promotion of the Yonder Media through writing of blog posts and news items on the website & company social media pages
- Support new business pitching, including both taking an active role in chemistry meetings and pitch presentations, and not just in a supporting role behind the scenes.

Capabilities

- You will have a good working knowledge of the UK media landscape
- You will have good media planning skills and a decent knowledge of marketing theory and practice
- You will have experience in client account management and have good client handling skills
- You will have a growing contacts book of media owners



- You have top notch communication skills (verbal and written) with natural gravitas in front of clients
- You have great organisational skills with attention to detail
- People recognise you as a team player, with the ability to work across the wider teams and foster collaboration and new ways of working
- You have consumer insight and research skills to understand target audiences
- You may have hands on experience buying certain media
- You might have knowledge or even hands-on experience of digital buying (Facebook Business Manager, Google Adwords)
- You have proficient computer skills (Keynote, Powerpoint, Word, Excel) and you might have a good eye for design
- You might have knowledge of media measurement techniques / media effectiveness research techniques

You will also have the following qualities as a 'Beyonder'

- Natural team player and be able to turn their hand to a multitude of tasks
- Knowledgeable and opinionated on the media marketplace
- Curious and creative-minded
- Motivated to help us shape this fast-paced and exciting agency

Compensation

- Salary range £35k - £40k
- 25 days holiday per annum plus 8 UK bank/public holidays
- In addition, we offer flexible Christmas break arrangements
- Membership of a contributory pension plan
- Annual Travel / Season Ticket interest free loan scheme
- Cycle to Work scheme
- Child Care Vouchers scheme

