

# Job Description: Digital Media Executive

Location: London

## About Yonder Media

Yonder Media is the growth agency for the audience age.

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.

We're a startup in our third year of trading, and we still consider ourselves in fast growth mode. Consequently, every role in the business requires adept multi-tasking and a lot of learning on the job. There will be countless opportunities to get involved in the actual evolution of Yonder Media as a business, and there aren't many jobs out there that would offer you such a range of breadth of opportunities. This job suits an ambitious individual who wants real exposure to the exciting goings on at a startup media agency and is looking to fast track their career.

## Summary of Role

As a Digital Media Executive, you will be feeding into client campaigns across all digital channels but primarily display, video and social channels.

You will be tasked with briefing out media owners, campaign set up and ongoing management, including collating screengrabs, building reports, and building insightful PCAs with the help of the Digital Account Manager.

Your role will also involve building Paid Social campaigns within Ads Manager on both Facebook and Twitter (and other platforms when needed) to support the Paid Social Manager.

The campaigns you will be working on are across both branding and performance marketing objectives; with an emphasis on FMCG, Fast food, and eCommerce sectors.

This is a great role for a candidate with around a year to 18 months' worth of experience agency side, who is capable of managing campaigns with minimal supervision to help this fast-growing agency with a variety of client briefs.

## Key responsibilities

- Develop plans for Digital Media channels in conjunction with the Media Planning team
- Working closely with the Digital Account Manager to integrate digital into campaign approaches
- Briefing out media owners/platforms on new campaigns
- Create reports and insightful analysis to inform clients and key stakeholders
- Working on campaign set up with digital media owners
- Manage, analyse and optimise campaigns across Digital channels to meet client objectives
- Building Paid Social campaigns in Ads Manager with supervision
- Working with internal and external creative teams to advise on how to build and optimise creative assets for digital
- Develop close working relationships with our clients and delight them with attentive service
- Building strong relationships with media owners

## Capabilities

- You will have a year to 18 months' worth of proven experience in Digital Media, preferably in an agency or experience across a number of clients and categories
- You would ideally know your way around Facebook Ads Manager with experience in building campaigns
- We're looking for good analytical and data handling skills
- Ideally some experience in client relationships
- You have good communication skills (verbal and written) with confidence 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 are entrepreneurial, a problem solver and enjoy discovering this for yourself.
- Ad Tech knowledge and PPC/SEO knowledge is a bonus

## 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
- Curious and creative-minded
- Motivated to help us shape this fast-paced and exciting agency

## Compensation

- Salary range £23k - £26k per annum
- 25 days holiday per annum plus 8 UK bank/public holidays
- In addition, we offer flexible Christmas break arrangements
- 1 months' notice period
- Membership of a contributory pension plan
- Annual Travel / Season Ticket interest free loan scheme
- 'Cycle to Work' scheme
- 'Child Care Vouchers' scheme