

Job Description: AV Director

Location: London (Hybrid Work from Office / Work from Home)

About Yonder Media

Yonder Media is an exciting and fast-growing independent media agency with a growing client base of challenger and mature brands. They are on the lookout for an AV Director to come in and lead the team, and help further build out the agency's AV capabilities.

Founded in 2018, Yonder is one of a new breed of independent media agencies, targeting both mature brands that are in need of modern media thinking, as well as helping growth and challenger brands scale to the next level through investment in media and advertising. We work closely with our sister creative agency Above+Beyond, sharing an office as well as a number of clients, and working closely with the creative teams is a key part of our offering to both clients, and our team.

In this role you will get the chance to step up and lead a team, and develop the agency's AV offering. You will work with the agency founder to develop the agency's AV capabilities, advising on appropriate tech, partners and approaches.

You will get the chance to do lots of new business, and will have contact with senior client stakeholders, sometimes even at CEO or founder level.

You'll also have the chance to develop your media owner relationships, taking responsibility for our trading relationships and commercial negotiations.

This role suits an entrepreneurial self-starter, someone who wants to move further in their career and faster. It's a boutique agency with a great vibe, very high client and team satisfaction scores, and a raft of funky and interesting clients from Propercorn to Shelter, Trustpilot, Hardy's Wines, Zizzi, and Vita Coco.

Summary of Role

The AV Director will direct and lead the agency's offering across all AV channels including linear & addressable TV, and VOD. You will lead the AV thinking in our responses to briefs, including in new business pitches; help grow the agency's relationships with media owners; and recruit and develop junior team members. You will also help build out and improve our AV capabilities, by working closely with media owners and technology partners, as well as the agency's leadership team.

Key responsibilities

AV Media Strategy & Planning

- Work alongside the Planning leads to develop AV media strategies and plans for our clients
- Work with media owners and tech vendors to bring proactive and new ideas and opportunities to our clients, and to improve the agency's capabilities
- Create clear and impactful presentations to communicate our recommendations to our clients

Media buying and campaign management

- Spearhead AV Planning & Buying for Yonder Media's growing client base

- Manage and deliver campaigns to meet targets and objectives
- Develop media owner relationships and lead negotiations
- Oversee media performance audits
- Produce and maintain accurate forecasts across all AV channels

Agency and team development

- Review and improve the agency's capabilities today – benchmarking our capabilities and identifying where we can get better
- Recruit and develop junior members of the team
- Spread AV knowledge amongst the wider agency, and planning team by being an internal champion for your channels

Marketing and New business

- Lead our AV thinking in new business pitching and organic business development, leveraging media partner relationships to bolster our thinking and ideas
- Support the marketing of the agency through writing of case studies / award entries and blog posts and social media

Capabilities

- You will have great knowledge of the UK AV landscape
- You will have strong AV planning skills and a good knowledge of both brand and performance best practice
- You will be able to manage senior client stakeholders
- You are an entrepreneurial self-starter
- You will have a good knowledge of TV planning & buying systems
- You will have experience working inside an independent agency, or the desire to do so
- You will have a good knowledge of addressable TV, VOD, and (ideally also) Youtube
- You will have the skillset to develop buying updates, campaign updates and reviews which you can confidently present to internal and external stakeholders
- You will have a great understanding of the planning process from initial client brief all the way to post campaign analysis and presentation
- You will have experience in client account management and have excellent 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
- Leadership skills, in setting the tone for your team and bringing people with you
- You will be able to manage and develop different people in your team, adapting your management style accordingly to get the best out of everyone

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

- 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 guide £55K - £65K depending on experience
- 25 days holiday plus 8 UK bank/public holidays & additional birthday off
- 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
- Free annual subscription to mindfulness app Headspace
- Hybrid work in office / work from home pattern