

JOB SPECIFICATION



Senior Account Executive

The Role

Due to continuing growth, Pure Media is looking to recruit an intelligent, proactive Senior Account Executive with excellent numerical and organisational skills, who is eager to progress their career with a vibrant and ambitious London-based media agency.

We're after someone with common sense, a 'can-do' attitude and a genuine interest in the media industry. In our data-driven world, we are looking to find the 'story' in the numbers and produce actionable insights.

About Pure Media

We are an independent agency, backed by Chime Communications. We plan and buy across all traditional, online and emerging media, creating consumer and B2B campaigns both within the UK and Internationally.

Our clients are often challenger brands, so we're driven to think differently. By being curious and interested about our clients' business gives us the edge to deliver stand-out campaigns whatever the budget. We develop bespoke solutions for each client as opposed to off-the-shelf planning. We believe in a 'no compromise' approach where the client comes first, not agency deals or pre-determined arrangements.

As a positive, solutions-oriented team, we challenge convention, working with agency partners and using industry tools to deliver highly effective campaigns across our client portfolio.

Our values are to be Social, Curious, Open, Responsible, Expert and Entrepreneurial and we are looking for a candidate who will demonstrate our values in the work that they do and their relationships within the company and industry as a whole.

Main Clients Could Include

Abbott Nutrition: PaediaSure is a nutritional shake for fussy eating children, which we launched for Abbott Nutrition into the UK market two years ago. Although there are no direct competitors, they are seeking to reach an in-demand audience of Mums.

Website: www.fussyeaters.co.uk

SsangYong: A Korean with a range of highly capable and affordable 4x4 vehicles that include the stylish Korando, powerful Rexton, spacious Turismo and one-tonne pick-up Korando Sports. 2015 saw the highly successful launch of the SsangYong Tivoli, a B segment crossover SUV adding breadth to the appeal of the range and brand proposition. As a result, it is currently the second fastest growing car brand in the UK.

Website: www.ssangyonggb.co.uk

Princess Yachts is a British yacht-builder based in Plymouth with hand-crafted boats up to 40 metres long (therefore into the smaller 'Superyacht' lengths). They are extremely ambitious and looking to grow brand presence and preference globally in an ever-shifting market.

Website: www.princessyachts.com

ThinCats is a peer-to-peer lending platform which is seen as one of the 'Big 4' within this area of alternative finance. With a developing website and a sometimes complex message, our challenge is create cut-through with smart planning.

Website: www.thincats.com

Responsibilities

You will be working with an Account Director and Media Manager to assist in the planning and buying process on accounts from various sectors, both Domestic and Internationally, across a varied portfolio of accounts. You will be working across all media types including programmatic, and specific duties will include the following...

Key Responsibilities Include

- Working with your AD & MM to understand a client's business objectives and advertising strategy
- Collation and interpretation of live data based campaigns across various clients
- Management of account information and filing systems
- Filing of schedules, creative translations & other media owner information
- Ongoing maintenance of the database of media owner contacts
- Collating, analysing and reporting on campaign response database
- Research of Clients' competitors, and compilation of competitive reports
- Researching audience & media data using Nielsen and Touchpoints systems
- Involvement in creating strategy proposal documents, along with media and cost schedules to present to clients
- Compiling response data from campaigns & developing evaluation documents
- Working with MM to recommend the most appropriate types of media to use on a campaign, as well as the most effective time spans and locations
- Liaising with creative agency teams regarding latest executions, copy specifications & copy rotation
- Establishing and maintaining good contacts with media owners

Key Attributes

- Excellent numerical skills
- Highly organised and methodical nature
- Ability to work under pressure
- Candidate will be interested in the media as a whole, enthusiastic about developments within the sector, and highly conversant with current affairs
- They will also display strong interpersonal skills, and a willingness to contribute to the 'team effort'