

M.I. MEDIA DIGITAL PLANNING DIRECTOR JOB SPEC

JUNE 2021

About M.i. Media

M.i. Media was set up to carve out our own approach. To build an agency that has the freedom to always do the right thing for our clients and our people. Our ambition right from the start was to build a great place to work where people could enjoy flexibility, freedom and most of all fun, with employee wellbeing right at our core. That is no different today and we remain committed to achieving this.

M.i. Media is an independent media agency with unrivalled knowledge and expertise across all channels from broadcast to biddable. This gives our clients a unique 360 view on all factors impacting on their advertising performance. We use this knowledge to maximise every aspect of a client campaign, consistently delivering immediate and substantial improvements in effectiveness.

We pride ourselves on making a genuine impact on every client we work with and by doing so we have built up an impressive array of long-term clients across a wide range of industry sectors. Our expert team helps clients navigate the complex world of data, media and messaging, improving the performance of every advertising investment they make.

Currently 30 strong and growing, our small but mighty team live and breathe our five core values: **Always Ready, Open, No Stone Unturned, Human** and **Outcome Driven**. We're looking for like-minded people to join us for the next step of our exciting journey, who share these values but are prepared to challenge us all the same. We welcome a fresh perspective on ways to improve a client's and our own business, so if you're looking for greater autonomy, greater influence on strategic decision making and greater support from a close-knit, dedicated team, M.i. Media just might be the place for you.

What does a Digital Planning Director do at M.i. Media?

A Digital Planning Director will be leading on the day to day running of clients' digital businesses, both existing and prospective. They will be responsible for maintaining and developing client relationships while continually keeping abreast of new innovations within the wider digital media landscape, as well as other areas which impact the effectiveness of a client's marketing investment.

M.i. Media is a cross-channel agency, working across a range of clients, both big and small. We offer clients a range of services and for many of our clients we are seen as an extension of the team, being drawn upon to consult on other areas outside of media. As such a Digital Planning Director would be expected to immerse themselves in a client's business and sector and be confident consulting across different areas such as media, creative and technology.

We would expect a Digital Planning Director to oversee the successful running of existing digital accounts, working with different teams to deliver great work for our clients and to the highest standard. They would be working primarily alongside the Head of Digital to ensure approaches are always deliverable, in addition to the Planning Director and Business Directors to provide innovative digital solutions for existing clients and new business briefs. Their role would involve shaping a client's overarching digital media strategy and carrying out initiatives which will ultimately fulfil or enhance the client's objectives.

In the longer-term, we would expect a Digital Planning Director to play a key role in M.i. Media's business development, working with the senior management team to evolve our offering and grow the digital side of the business.

We need someone ambitious who is keen to help build a rapidly growing digital team, advocating solutions which have the potential to build income and fuel growth in this area of the business. This role offers the potential for them to build their own team within the existing digital structure and be directly rewarded for commercial success of growing our offering. Forming an important part of the senior team, they would have input not only in the recruitment but other investment decisions around new digital tools and products as we expand.

What qualities does a Digital Planning Director need at M.i. Media?

- A natural curiosity and keenness to get involved
- Analytical and good with numbers
- Strong digital background
- Energetic and enthusiastic
- A positive, flexible, can-do attitude
- Be able to coordinate and prioritise a number of tasks at the same time
- Self-motivated and proactive
- Confident, approachable, and willing to build strong client relationships
- Commercially-minded and strong business acumen

What experience and skills are required?

A Digital Planning Director should have a solid grounding in paid digital media channels including Paid Social, Digital Display, Digital AV, Mobile, Sponsored Content, Native and Lead Gen. They would have experience managing campaigns of this nature, have well-established relationships with leading media owners and have a solid understanding of optimisation best practices.

A Digital Planning Director should have a strong background in developing digital strategies and have proven success in building effective campaigns. They would be expected to help implement campaigns with the support of dedicated resource from the digital team – from initial planning through to campaign set-up, delivery and evaluation. We'd therefore expect a Digital Planning Director to be a strong team player – working with different teams at varying capability levels and being prepared to get stuck in where it's needed.

We'd also expect a Digital Planning Director to be able to hit the ground running when a new business lead comes our way, and communicate effectively with the senior management team on opportunities for growth and any potential barriers that need to be addressed in achieving them.

The role would involve the following day to day responsibilities:

Strategic Thinking

- Advocate, promote and clearly present creative uses of digital media to achieve different client business objectives
- Lead and advise on digital strategies and initiatives, always considering the client's objectives and KPIs
- Communicate more advanced strategies clearly, demystifying more technical areas when relevant
- Oversee and carry out relevant research to inform recommendations in addition to intricate media plans which complement the broader strategy and offline plans
- Produce and present comprehensive and visually-compelling proposals, having the confidence to clearly articulate recommendations and opinions
- Establish a holistic view of clients' business challenges beyond media, and how we might support them

Building Relationships

- Establish and develop lasting client relationships with substance, acting as a trusted senior point of contact and demonstrating expertise in digital marketing
- Evaluate current and prospective digital media partners, negotiating relevant commercials where relevant and taking responsibility for maintaining close media owner relationships
- Build strong communication lines with the wider team, having a solid understanding of what they do and where you may be able to support each other

- Be a representative of the senior leadership team, setting the gold standard not only in client work, but in strength of culture too

Driving Progress

- Keep the wider team informed of new developments in the digital media space, consumer / marketing trends and advancements in technology, writing content for the website where appropriate and contributing to raising our profile
- Get involved with workstreams from Management Board groups, taking action where required and maintaining momentum of key tasks set to progress internal business development
- Build spend through paid digital channels to fund further team recruitment, playing a selection role in relevant recruitment (likely to be Digital Display/Video) and managing/training the growing team over time
- Act as key player in new business remit, showing clients our expertise in digital and ability to find relevant and exciting opportunities in the digital space
- Be a champion of your own work and client successes, developing case studies and entries for relevant awards

Commercial Nous

- Work with the Head of Digital, Business Directors and Investment team to ensure plans satisfy feasibility and commercial checks
- Keep the senior team informed of client revenues and work with the finance team to understand profitability from your clients, addressing concerns where appropriate
- Identify business growth opportunities, being prepared to take the charge in seeing them through or instigate change which could lead to greater profitability
- Utilise data and insight to develop effective budget and forecast models which accelerate growth for our clients, advising on optimum allocation for channels under remit

Media Implementation & Evaluation

- Deliver planning that can hit relevant client objectives (ranging from pure performance metrics to brand engagement and awareness), demonstrating an understanding of how to set up intelligent targeting solutions using 1st or 3rd party data
- Implement and manage digital channels alongside biddable teams, including display, video, native and lead gen
- Offer advice on best practice creative and tracking set-up in order to measure and fulfil targets, ensuring relevant data has been made available to carry out analysis
- Oversee the delivery of the relevant analysis, ensuring accuracy, quality and valuable insight at all times and suggesting alternative methods to validate or enhance evaluation

We would expect a Digital Planning Director to have had 7+ years' experience handling digital accounts, ideally working across a range of both large and small brands (and ideally with experience on e-commerce brands).

What systems and software skills are required?

We would expect a Digital Planning Director to be confident using the following tools:

- MS Excel to an advanced level
- MS Word, PowerPoint and Outlook
- Social management interfaces such as Facebook Business Manager, Twitter for Business and LinkedIn
- DSPs to run Video & Display such as Google's DoubleClick Bid Manager, MediaMath, Amazon AAP and ONE by AOL

- Website tracking tools such as Google Analytics or Adobe Analytics
- Ad management and ad serving tools such as DoubleClick or FlashTalking

It would be beneficial (but not essential) for a Digital Planning Director to have had experience using the following tools:

- Google Ads and/or Bing Ads
- TikTok, Snapchat and other emerging social channels
- Search competitor analysis tools such as Adthena, ComScore, SEMRush, Adgooroo or Search Metrics
- Website tracking implementation tools such as Google Tag Manager
- Bid management tools such as Kenshoo, Marin or SA 360
- Call tracking services such as Infinity or Response Tap
- Data visualisation software such as Google Data Studio, Microstrategy or Tableau

Our Culture

We're chuffed to have a team of exceptional people. People who share the same passion about making a genuine difference. Who work extremely hard to deliver on our promises. Who are always prepared to club together and muck in when it's needed. Who celebrate the highs. And pick each other back up from the lows. Who want to share a fair and ethical workplace. Who believe in mental wellbeing and work life balance. Who are proud to work for a business which puts its people first. People who care.

Don't just take our word for it. Thanks to these people, we rank among [Campaign's Best Places to Work](#), our churn rates are amongst the lowest in the industry and we can offer a range of benefits that reflect who we really are, not just what boxes we can tick.

Some of the highlights include:

- 25 days basic annual leave with an annual increase by one day per year up to 30 days
- Free breakfast
- Early Friday finish
- Interest free season ticket loan
- Employee Assistance Programme
- Cycle to Work Scheme
- Profit Share Scheme
- Generous Pension Scheme
- Payday Social
- Enhanced maternity and paternity packages including shared parental leave
- Flexible working
- Annual Christmas party not to be missed! Past locations have included Brussels, Amsterdam, Brighton and Paris
- No timesheets!

Our full [Benefits Book](#) gives the full flavour of who we are, what we stand for and what makes us a truly special place to work.

Equal Opportunities

M.i. Media is committed to providing equal opportunities in employment and to avoiding unlawful discrimination in employment and against customers. We make every effort to ensure that all potential employees are treated fairly and equally, regardless of their age, disability, sex, gender reassignment, pregnancy, maternity or paternity, race (including colour, nationality and ethnic or national origins), sexual orientation, religion or belief, or marital / partnership status. Candidates for employment will be assessed objectively against the requirements for the job, taking account of any reasonable adjustments that may be required for candidates with a disability.