

Job Title: Head of Media

Department: Media & Communications

Date: July 2024

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**Job in summary:**

**Location:** Bath, UK

**Employment Type:** Permanent

**Job Type:** Full Time

**Salary:** Competitive

**About the role**

The role of Head of Media is to oversee and be accountable for the Paid Media offering and department at AgencyUK. You will be the go-to for paid media queries, own client strategies and build on the current team processes and offerings. You will be responsible for leading and managing the Paid Media offering and team and be a positive contributor and facilitator for the wider agency to promote future growth. You will have an understanding of how SEO strategy supports the wider media mix and work closely with our SEO team at AgencyUK, ensuring all digital, web and media strategies are aligned and the full consumer experience accounted for.

You will work closely with the, Creative, and Strategy teams to build, develop and deploy innovative campaigns for our clients and ensure learnings are carried across channels.

You'll be working across AgencyUK's core digital performance channels including Meta, LinkedIn, Google, YouTube, TikTok, Programmatic and more, as well as building AgencyUK's offering for planning and buying more traditional forms of media such as OOH, TV, Press and Audio, across both consumer and B2B clients within our portfolio. Your daily responsibilities will focus on Paid Social and Paid Search strategy, media planning, and reporting. You will be responsible for ensuring campaigns are delivered successfully against best practices and core KPIs and reported on with clear and meaningful insights. You will have an understanding of organic social strategy and how that fits into the wider media mix.

As an integrated agency, we are constantly developing and growing complex omnichannel campaigns for clients across the UK and internationally. You will be a trusted member of the team who will make a positive contribution to the success of the agency, including the growth of existing clients and identifying and winning new clients. You will develop good working relationships with clients and other departments within the agency, proactively sharing media knowledge and the latest trends.

## Responsibilities

- **Paid Media Strategy and Management:** Comprehensive understanding of client objectives and regular referral to client activity plans to build and deploy the media strategies, tactics and solutions to meet those objectives.
- **Reporting and information sharing:** Strong understanding of analytics and industry performance tools to evaluate results. Responsible for timely, efficient and accurate monthly reporting of client's paid channels, and sharing these key learnings with the wider team to help influence and optimise future campaigns.
- **Paid media offering:** Building & developing your own, and the agencies, approach to paid media buying, and ensure all forms of media are appropriately offered to both new business pitches and existing clients.
- **Test and Learn:** You will take a proactive approach to testing and learning from client campaigns and strive to find innovative ways to activate. Working with analytics, these learnings will inform future strategies and campaigns.
- **Knowledge management:** Demonstrate knowledge of the client's businesses, business objectives and the sector in which they operate to ensure you can write and speak knowledgeably on client industries and media trends, make informed recommendations and proactively develop and deploy tactics.
- **Consumer Experience:** Consider the full user journey by aligning strategies in other digital areas and provide a holistic view of how paid media helps support and grow organic channels (SEO and Social)
- **Client relationships:** Build and maintain strong client relationships. Own client calls and be responsible for paid media presentations.
- **Media Owner relationships:** Work with 3rd party providers and our platform reps to plan, buy and optimise best-in-class campaigns to meet client's business objectives
- **Account profitability:** Maintain account profitability through accurate time and service level recording.
- **New Business:** Lead the paid media offering for new business opportunities, by owning pitch proposals and bringing new clients on board, in collaboration with the rest of the management team.
- **Team Management:** Effectively lead a team of consisting of a Paid Media Manager, a Paid Media Executive and a SEO Manager by being their first point of contact for day-to-day tasks and helping them develop and grow in their roles.

## Agency services

- **Team:** Be a positive, proactive and energised team leader that others trust, follow and want to work with.
- **Values:** Be an advocate of AgencyUK's values, demonstrating best practices and sharing and ensuring team members apply their values in their day-to-day roles.
- **Internal communication:** Develop good working relationships with other departments within the agency.

- **Account administration and information management:** Ensure client and agency systems are managed appropriately, reports are kept up-to-date and files and folders are used effectively.
- **Agency profile:** Assist in the development of AUK's profile in the wider marketing and communications industry, through relevant social and web channels.
- **Business development:** Work with the SMT to source new opportunities for clients that the agency can provide, and provide a POV in the progression of the agency
- **Thought Leadership:** Seek opportunities to position AUK as a thought leader and solidify its reputation within the industry. Be a thought leader in the Paid Media space and a representative of AgencyUK at external events..

## Your skills and experience

As a Head of Media, you will have 8 years + of experience working on industry best-practice digital media campaigns with a proven record of delivering successful results and driving business growth with global B2B and consumer clients. Knowledge of healthcare – pharmaceutical and biotech would be an advantage but not essential. You will be proficient in planning and executing paid media campaigns, within Paid Social and/or Paid Search is essential. Knowledge of SEO strategy and how SEO aligns with digital advertising is also necessary, and organic social strategy is advantageous.

You will be a positive, proactive and energised member of the team and have hands-on experience in managing a team. You will be detail-oriented and curious about providing media marketing solutions to client's marketing challenges and desire to make a positive contribution to the success of the agency.

## About Agency UK

We're an award-winning, integrated brand communications agency. Privately owned, proudly independent, B-Corp Certified and accredited Living Wage Employer.

We work with clients we believe in, helping them grow and better connect with their audiences. We have a depth of experience in both the B2C and B2B sectors, working with clients in the UK and internationally. We have a strong client base in healthcare, consumer and B2B. We're a friendly bunch and enjoy spending time together with regular opportunities for learning and development as well as socialising. Our local community and charities are important to us and we're always doing our bit to help—we even have our own bee hives!

We've won a few awards too:

- Number 1 Brand Strategy Agency Winner 2020 (under 40 staff) by The Drum Recommends.
- Number 1 Advertising Agency Winner 2019 (under 40 staff) by The Drum

Recommends.

- Ranked Independent Agency of the Year in 2015, 16, 17 by the Drum.
- D&AD Pencil Winner 2016 – the global mark of true creative excellence.

## What We Offer

- Fair and competitive pay rates within the sector
- Company pension scheme
- 25 days of annual leave, with the option to buy an additional 5 days per year
- AXA healthcare with 24-hour GP on-call service and 40% off selected national gym memberships
- Bike to work scheme
- Hybrid working: 3 days working from our central Bath office and 2 days working at home
- Enhanced maternity and paternity agreement
- £250 per annum personal training budget
- Team bonus 5% of company profit split equally across the team for all employees who have been in the business for 12 months.

## Closing Summary

Agency UK is committed to ensuring our workforce reflects the community we represent. We welcome applications from all sections of the community and encourage applications from underrepresented backgrounds including race, ethnicity, social background, disability, religion, gender, age, sexual orientation, or national origin. We shall support requirements for reasonable adjustment where possible during the recruitment process. Information can be provided in alternative formats when requested.

## Contact Information

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