

## Job Description

**Role:** Graduate Digital Account Executive

**Department:** Media

**Reports into:** Digital Account Director

**Responsible for Managing:** N/A

## About Us

At Dewynters we believe experience is everything. From those we share together at theatres and concerts, exhibitions or sports events, to those we enjoy at home or online, every experience matters. Established in 1872 and based in central London, we're a fully integrated advertising and marketing agency specialising in live events, entertainments and the arts. Key accounts include a range of Entertainment and Non-Entertainment Brands such as Royal Shakespeare Company, Mamma Mia!, Nitto ATP World Tennis Finals and Body Worlds.

## About the Role

Dewynters has a focus on great work led by creativity and insight. It is an exciting time for the agency with a lot of focus on innovation and embracing the changes the media landscape is experiencing.

This role supports the Media Team within the key area of digital display but also may involve assisting with Social, PPC and Broadcast and Print when required. The role will report into the Digital Account Director and will be responsible for the overall team administration through excellent organisational skills, attention to detail, timely and accurate campaign activation, reporting and reconciliation.

## About You

The right candidate for this role will be enthusiastic and eager to learn and develop. Take a proactive role in growing their knowledge of media market dynamics and the media landscape.

## Your Responsibilities

- Manage approved Campaign Bookings with Dewynters financial systems, ensuring that new clients are set up via Finance
- Manage ad safety and 3<sup>rd</sup> party suppliers and manage relevant elements of a media plan.
- Create and maintain campaign timeline, from Client sign-off through to Post Campaign Analysis by:
  - Using creative specs and trafficking sheets
  - Setting up trafficking via Sizmek
  - Liaising with media owners to ensure QA process is complete prior to launch
- Carry out regular reporting by taking screenshots of activity within 24/ 48 hours
- Reconcile data from delivered campaigns and apply this to Optimise recommendations

- Support line Manager in compilation of Post Campaign Analysis as well as other regular and ad hoc tasks
- Update media plans as requested, and make sure they are accurate and include all the necessary detail (rates, correct formulas, formatting, dates, etc.)
- Take a proactive role in knowing everything about your client's market and reviewing competitor activity, as well as reviewing competitor creative reviews.
- Participate in internal and external meetings regarding current projects, future possibilities – briefs and brainstorm
- Develop practical knowledge of planning tools (Comscore, Adwords, Telmar etc.) as well as understanding best way to implement marketing campaigns
- Carry out KPIs, audits, benchmarks, past performance, market pressures, to understand key market dynamics
- Accurately complete Dewynters admin i.e. Chase timesheets, room bookings and team calendar invites
- Adhere to all process guidelines as required; understand the admin process and the reasons for it

## Skills/Qualifications

- Outstanding organisational, typing and computer skills (extensive experience of Microsoft Office required)
- Strong time management skills and able to meet deadlines/ multi-tasking; putting this in to practice by following established procedures and meeting predetermined deadlines
- Ability to build relationships across the business with key stakeholders
- Flexible working attitude
- Good knowledge of Microsoft Office, especially Excel
- Meticulous attention to detail, the ability to show initiative, enthusiasm and good communication skills (verbal and written)
- Willingness to learn and develop
- Ability to think on your feet and juggle conflicting priorities
- A creative problem solver
- Team player

## What can we offer you?

We offer a whole array of benefits including:

- 23 days holiday rising to 28 days holiday (includes the Christmas shut -down)
- Flexible working
- Private health Insurance
- Career development and training opportunities
- Enhanced Maternity and Paternity package
- Life Assurance
- Season Ticket Loan
- Cycle2Work Scheme
- Complimentary theatre/entertainment tickets