

ROLE: Media Manager
REPORTING: Strategic Account Director
DEPARTMENT: Media
LOCATION: Kenya

MEDIACOM– COMPANY OVERVIEW

Mediacom handles the media planning and buying for some of the world's smartest advertisers. Supported by keen consumer insight, analysis and experience, we are part of the largest media planning and buying network in the world.

We believe that everything is connected. And that means a media agency has to think and operate in an entirely new way. So new that we don't even call ourselves a media agency anymore. We call ourselves The Content + Connections Agency.

We transform client communications through systems thinking. Systems thinking is how we make sense of our clients' communications systems, where we work to optimise the system as a whole and not just the individual components.

At Mediacom our people, processes and tools are all entirely geared towards systems thinking. The Mediacom network comprises of over 6,500 people working in 125 offices in 100 markets around the world. We are proud to call some of the world's most successful brands as clients, including Sony, P&G, DLG, the Volkswagen Group and The Coca-Cola Company.

We're also part of GroupM who world's largest media investment management organization and parent company of Mediacom are, MEC, MindShare and Maxus.

Working at Mediacom is a gateway to working with leading global brand organisations and connecting to people across the planet. **But the real secret to our success is simple (and not really a secret). It's our People First, Better Results philosophy.** Our focus is on providing long term, rewarding careers and we know that when we invest in our people, we'll deliver better results not only for them, but also for our clients. We celebrate difference and have built in flexibility that reflects the many different ways in which people work and succeed. And its why we actively encourage participation in our Global Mobility programme with opportunities to live and work around the world. Do you want to work with smart, creative, connected and enthusiastic people in a stable and rewarding environment? So do we. **Welcome to Mediacom.**

JOB PURPOSE – SUMMARY

This person should be a great operator and have good project management skills to help support the coordination and tracking of campaigns. They need to be an effective communicator and ensure internal teams are briefed and connected on what the client requires. They will need to have strong organization and time management skills, working across multiple projects at once. They will need to be able to take control of day-to-day operations whilst keeping the Business Director up to date with issues that may need more senior involvement.

Media planning managers are the conduit between strategy and implementation across all activation channels. Their job is to use insight derived from data across all sources to help create integrated channel plans that deliver on the KPIs our clients set.

The candidate should have cross channel knowledge - including OOH, Display, Search and Social and be able to talk confidently about why one channel might be used over another. Detailed planning and buying will however be managed by our digital specialists.

The media manager will be the recipient of briefs and join client briefing calls alongside specialist teams. They will help manage deadlines and ensure timely delivery of campaign in line with client SLAs. They will help track and overseeing a holistic view of client activity over the course of a fiscal.

They will also support with aspects of finance, ensuring tracking documents are updated and helping resolve client queries in this area (with support from our buyers and internal finance team).

KEY RESPONSIBILITIES & ACCOUNTABILITIES

In three months:

- Build good rapport with clients. Proactively participate in meeting discussions with clients and agency partners.
- Acquire a good understanding of planning framework and how it can be applied to build an effective campaign strategy and channel plan.
- Own projection management, ensure smooth workflow and clients and team members are up to speed on all tasks.
- Rigor in setting and tracking campaign KPIs. Ensure effective and accurate optimisation and delivery of performance utilising all relevant internal teams, agency processes and tech.

In six months:

- Establish credibility by applying understanding of clients' category/competitive landscape and marketing priorities in day-to-day work. Actively lead meeting discussions with clients and agency partners.
- Holistic thinking is carried across channel planning, including how paid owned earned interplay in the communication ecosystem.
- Direct and mentor the team to drive operation excellence throughout project implementation.

In 12 months:

- Build trusted advisory relationship with clients. Able to support the broader strategic output for clients' marcom needs.
- Fully competent in developing and articulating a compelling strategy/approach to successfully sell in new initiatives to drive incremental revenue.

- Lead and direct all team members to support in the development of channel plans and creative solutions that are planned holistically with the broader media mix.

PROFESSIONAL, TECHNICAL SKILLS AND PREVIOUS EXPERIENCE REQUIRED

- At least 7+ years' experience in integrated media planning (with a skew to offline)
- An ability to spot the real issue behind the brief – knowing how to challenge the client to understand what they really need
- A creative thinker who constantly seeks new ideas/inspirations to bring fresh perspectives to client work.
- Working knowledge of digital buying and trading tech including ad-servers, verification tools and DSP/DMPs etc.
- Data-literacy – can interpret data and information to unpack insights and make them actionable for media and communications
- Expertise level of excel and PowerPoint manipulation
- A thirst for learning about technology, trends, media, people, brands and the industry Proficient in MS Excel.
- Excellent presentation skills both internally and to the client
- Able to set and meet multiple demands within challenging deadlines.
- Experience working with multiple stakeholders (e.g. suppliers, advertising/marketing agencies, media owners and internal specialist resources)
- Excellent interpersonal skills – ability to communicate effectively at all levels, internally and externally, formally & informally.

HOW TO APPLY

Kindly forward your application to Human.Resources@wpp-scangroup.com indicating the job title as the subject. Please also share your motivation for the role and include your detailed curriculum vitae (CV).

Closing date: **January 11,2024**

Employee referrals is encouraged, kindly forward CVs of any suitable candidates.

Nonetheless please note that internal applications will take precedence.