

Title	Planning Manager
Reporting To	Client Director, Planning Director
Direct Reports	Planning Executive
Overall Purpose	Produce best in class work which genuinely makes a positive impact on our clients' business

Why ami...

The best way to introduce ourselves is to tell you about the 8 values that make us ami...

Communication

We listen well, so we can better understand

- We are concise and articulate in speech and writing, ensuring our colleagues, partners and clients understand what we are communicating to them
- We think strategically, and can articulate what you are and are not trying to do
- We maintain calm and poise in stressful situations

Respect

We treat our people, clients and partners with respect independent of their status or the situation

- We nurture and embrace differing perspectives to make better decisions
- We are ego-less when searching for and sharing the best ideas
- We make time to help each other and share information openly and proactively

Innovation

We use practical and creative thought to find solutions to challenges and problems

- We challenge the status quo when warranted and suggest better approaches
- We create ideas that deliver and inspire
- We find the time to minimise complexity internally and externally

Ambition

We care intensely about our and ami's success

- We see ourselves as problem solvers and adopt a can do attitude at all times
- We take smart risks
- We do not consider there to be a ceiling to our own or the agency's potential

Impact

Demonstrate the agency's fundamentals and purpose in all of our output

- We deliver consistently excellent work which colleagues and clients can rely on
- We focus on delivering results from the outset
- We exhibit action, not procrastination

Passion

We inspire each other with our quest for excellence

- We care intensely about our clients' success
- We celebrate wins together
- We are tenacious

Responsibility

We acknowledge that we are each accountable for our collective success

- We understand and appreciate the impact of delivering anything other than A-grade work within deadline upon others
- We empower our teams and each other to be our best
- We brief and explain tasks clearly and accurately in order to allow our partners and colleagues to deliver their best

Authenticity

We understand our purpose as our truth, and practice this within our attitude and behaviour

- We are decisive and have conviction
- We admit mistakes feely and openly
- We question actions which are inconsistent with our values

The important bit...

- We offer 25 days annual leave and are shut between Christmas & New Year with a bonus day off for your birthday
- A competitive bonus structure based upon both company and personal performance
- Pension Plan- 4% of annual salary contribution to mandatory pension scheme
- A dedicated culture group within the organisation with the sole intention to ensure a positive working environment for all

The 3 best things about this role are...

1. Championing all media ideas to establish creative opportunities for a variety of client briefs
2. Working and collaborating on a daily basis with great people across different disciplines- client services, activation, strategy and analytics
3. Comprehensive training - you will receive coaching from senior members of the team and will have plenty of training opportunities

Principle Accountabilities...

- Campaign channel and platform planning for brand and DR
- Tactical plan development and presentation
- Using available research tools to shape investment plan and recommendations
- Building strong publisher/media owner relationships
- Identifying proactive ideas for tier 1 clients, and presenting these to relevant client services team
- Direct publisher media buying at competitive rates
- Knowledge of all media channels and the role they play in consumer actions and behaviour
- Identify and understand target audience groups
- Media plan development
- Communication and consultation with clients on a daily basis

Additional Responsibilities...

- Stay abreast of innovation and opportunities and be a champion of these across the agency
- Be the voice of authority for planning among relevant client group
- Work alongside all teams to ensure workflow
- Work closely with activation to ensure plans are executed accurately
- Assist in trafficking, tracking and reporting

About you...

- 2-3 years agency experience
- Planning experience required, but not necessary to have come from a solely planning role
- Experience dealing with client contact
- Experience of managing/overseeing at least one other colleague
- Strong communication and interpersonal skills, self-aware and committed to working as a team
- Excellent understanding of the latest media trends as relevant to clients
- Passion for media and its role in a business

How to Apply...

We can't wait to hear from you. Please send us your CV to careers@am-i.com