

ACCOUNT MANAGER – LONDON

Media Innovation Group



Media Innovation Group helps marketing strategists navigate a rapidly-changing digital multiverse with certainty, and build an enduring business advantage. We can tell you with authority whether a given investment will deliver your business objectives, fall short, or overshoot the runway. Behind Media Innovation Group is the world's largest buyer of media, WPP: We know exactly what it takes to achieve a result in digital marketing.

We can help you evaluate opportunities, risks, and solution providers. Some clients hire us just to identify the most capable partners for their requirements or for due diligence on a potential acquisition. The Media Innovation Group has offices in New York and London, and operates globally. Please visit www.themig.com for more information.

Join Us:

Media Innovation Group is looking for an Account Manager to help develop strategic relationships within world-class media agencies. You will be a thought leader and strategic thinker, helping to strengthen Media Innovation Group's growing offerings amongst your peers within agencies. You will be responsible for developing deep relationships with advertisers and agencies to ensure optimal adoption of all product features.

We are looking for a passionate individual who is experienced as an Account Manager ready for the next challenge in their career.

The role is based in our London offices, but, as an international company there will be close working relationships with our European and American colleagues.

What you will do:

- Manage multiple types of display accounts, both national and international with a range of different Agency teams
- Understand Media Innovation Group's offerings and recommend appropriate solutions as per agency's needs and requests
- Coordinate account set-up with the Ad Ops team so that they have clear instruction on the campaign goals and parameters.
- Plan, prepare and present at agency meetings with prospects and existing clients
- Build agency trust by delivering exceptional customer service and ensuring campaigns are delivering against agency's technology and delivery requests
- Help exceed daily, monthly and quarterly revenue goals through strong client service
- Meet with technology vendors, media owners, and new display companies to keep informed on market trends
- Work with Account Executives to build client reports and optimise campaigns with networks



- Liaising with Ad Ops team to ensure successful implementation of campaigns and renewal of clients
- Network with media owners and agencies to build strong relationships
- Negotiate margin and budgets with networks
- Ensure professionalism and excellent customer service at all times

What you will need:

- Educated to degree level in a relevant and applicable subject
- A minimum of 3 years online/digital advertising experience in account management and/or sales within a recognised media company
- Outstanding organisational skills, attention to details, ability to multi task, customer service skills and problem solving
- Intermediate to advanced proficiency in Microsoft Word, Excel and PowerPoint
- Results driven, strong data analysis skills and high attention to detail
- Polished verbal and written communication skills with both internal colleagues and external clients
- Able to demonstrate experience of understanding the intricate set-up of media advertising agencies
- Strong understanding of industry trends, technologies and pricing models
- Understanding of agency dynamics and of campaign buying/planning
- Strong knowledge of ad campaign metrics and analysis
- Superior skills in all facets of the sales cycle including prospecting, negotiating, and the ability to sell based on value, not price
- Understanding of audience profiles, online ad targeting, and campaign optimisation

A Major Plus:

- Working knowledge and experience of managing campaigns with ad-serving technologies (e.g. DART/Atlas) is highly desirable
- A second language would be an advantage

We offer:

- Private healthcare insurance after successful completion of a probationary period
- Permanent health insurance, subject to conditions
- Life Assurance – 4x annual basic salary for death-in-service
- Contributory pension scheme after successful completion of a probationary period
- Personal accident and travel at work insurance
- Season ticket loans
- Discounted gym membership with LA Fitness
- Participation in the Government's "Ride to work" scheme
- Subsidised wine bar/canteen onsite

Please send all resumes in Word format to molly.mackey@themig.com.