

Job Specification

Title: French Speaking Senior Media Planner / Buyer
Location: Soho, Central London
Salary: Competitive, Dependent on experience
Job Type: Permanent
Start Date: Immediate

The Company:

Essence is the Digital Agency that clients would create if given the choice. Because that's who we were, and that's what we did. And now, at five years old, we are officially NMA Media Agency of the Year and eConsultancy's Most Innovative Agency of the Year.

We believe our clients – the likes of eBay, Google, Expedia and Betfair to name but a few - are different, at the leading edge of the digital marketplace, with the experience and understanding that few out there possess.

We're looking for intelligent people who can passionately represent Essence, ensure outstanding delivery to the client and create opportunities for our relationship to blossom, and hopefully help make our work environment even more dynamic, innovative and fun.

The Role:

- Manage and coach a small team of planner buyers taking end to end responsibility for digital campaigns for one of (if not the) most respected and well known brands on the web. You and your team will form part of a group of up to 12 working on this large, exciting and hugely varied account.
- Build strong relationships with bright, driven clients from all over Europe, covering everything from b2b campaigns in Scandinavia to b2c in Southern Europe.
- Translate briefs media plans that excite the client and exceed their objectives, sourcing and developing new partnerships with media owners across Europe
- Manage and optimise campaigns in-flight at all levels; across partners, placements, products and creative concepts to deliver optimal performance.
- Produce engaging campaign reviews and analysis for clients, demonstrating the effectiveness of planning, testing and media optimisation and management as well as continual innovation.
- Build and maintain relationships with suppliers to secure exceptional rates and value for clients.

A little bit about you:

An experienced and exceptionally talented individual, you are passionate about digital media and desire to be at the cutting edge of online advertising.

- Fully Bilingual in French and English – and a third major European language is a bonus
- Some management experience – you'll need to be able to develop and motivate teams working under pressure and know how to get the best out of people
- Highly numerical, a strong academic background with a natural flair for analysis – numeracy tests and business case studies are an important part of our recruitment process
- A graduate of a top university with a 2:1 or higher and at least 4 years prior experience of working within an established media agency or in-house team as an online media planner and buyer
- Demonstrating a passion for the online media marketplace you should also possess strong communication and analytical skills combined with a strong network of contacts that include media owners, networks, data providers and the like.
- Great negotiation skills – comfortable driving down media costs to make sure we consistently deliver exceptional results

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- Not afraid of technology. If you dabble in IT yourself, that's great – but at a minimum you'll need to be comfortable working with technical teams to deliver innovation in media. You'll also need to know your way around adservers and have a general sound knowledge of tracking and optimisation technologies.

This is a unique opportunity that will see you join an award winning organisation that prides itself in building brilliant digital solutions for some amazing clients all within a fun and rewarding working environment.