

# Founders Team Lead - Agency

**Farringdon, role will have WFH flexibility**

## **About Planit**

Planit are an independent growing data-driven media agency offering paid media and affiliate services to clients across multiple sectors.

In 2019 Planit launched an initiative to provide early stage, founder run businesses with a full-service acquisition solution, covering everything from business planning, to strategy, media buying, affiliate management, profitability analysis and long-term planning.

This service provides our clients with an outsourced customer acquisition team, often liaising directly with CEO's and founders, providing support and guidance, along with the overarching strategy and hands on day to day running of all aspects of a multi-channel digital acquisition programme.

This initiative has been a resounding success, resulting in over 20 new business wins with a range of funded start-ups providing a range of b2c offerings and now accounts for approximately 25% of revenue, a figure we are looking to increase over in the short and medium term.

As a result of this success and as part of our plans we are now creating a division dedicated to servicing this area, and are looking for someone to lead a team

## **The Role & Responsibilities:**

Managing a team of three, the role will be the perfect challenge for a result focused manager that enjoys building internal and external relationships. They will enjoy working with the AM's to get into the heart of a client's business, looking at everything from allowable marketing costs, to offers, promotions, product ranges, audience, creative and Lifetime value.

The successful candidate will report directly into the Managing Director, have clear targets for growth, and be given full autonomy. They will play a pivotal role in delivering best in class Acquisition programmes across paid digital media and affiliates. This role requires previous in-depth experience working with paid media, either client or agency side. Previous experience working within the UK subscription and e-commerce sectors would be beneficial.

This role combines ownership of key client relationships with responsibility for supporting the team in the successful delivery of our clients marketing budget and performance targets including.

- Management of a team of 3 Account managers

- Building and developing relationships with a range of founders and CEO's
- Building and developing internal relationships with programmatic team and assisting in the development of the strategy and deployment of the digital platforms
- Supporting the AM's in the account management of affiliate campaigns
- Developing a deep understanding of our clients funding situation, KPI's and business objectives
- Supporting the AMs in creating bespoke reports across Google Analytics and custom ad spend dashboards.
- Analysing campaign data to inform future optimisation opportunities and drive actionable insights
- Develop the AM's abilities to provide world class account management
- Assist the new business team with pitching and proposals
- Presenting deep and thoughtful insight in client meetings
- Oversee & support completion of client reporting, strategic planning in a timely manner and to the required standards
- Ensure that the AM's conduct regular campaign and budget management checks
- Contribute to regular client meetings preparing material and presenting on performance and account actions
- Work with the team to scope out new opportunities to improve performance, assess new opportunities and drive innovation
- Effectively communicate with your wider teams within Planit to regarding deadlines and delivery of work
- Assist the management team in continuing to develop the offering within this key area
- Attend management meetings to drive the needs of our clients and the wider Planit business

### About You:

- The perfect candidate will have a minimum of 3 years' experience ideally within an agency or client.
- Excellent communication and presentation skills, and confidence to manage founders and CEO's of early stage businesses.
- Have previous experience of hands on account management within programmatic account management
- Subject matter expert with in-depth knowledge of programmatic media (search, social, Google Analytics and display).
- At least 1 years' experience of managing a team.
- Experience of working in a non-hierarchical business - you're not afraid to get hands-on.
- Creative thinker, looking for new ways to innovate, solve problems and grow the businesses.
- End-to-end optimisation of campaign budgets, targeting, tactics, creative etc. to meet and exceed their clients' objectives.
- Strategy development and identification of new growth opportunities
- Performance reporting and analysis, generating insights and recommendations
- Presentations to senior client stakeholders
- Passionate about digital and knowledgeable of the market
- Analytically minded with the ability to interpret data and identify trends
- Robust planning and optimisation skills
- Excellent communicator
- Self-starter with a can-do attitude
- Proficient with optimising affiliate campaigns to meet key KPIs
- Highly organised, with strong attention to detail and time management skills
- Able to communicate effectively and work as part of a team
- Experience using features of PowerPoint, Outlook, and Excel
- Pro-active and driven to deliver best in class planning and output for the client

- You have strong organisational skills and attention to detail

\*This role will currently work remotely, however, a standard flexible working policy (office/home balance) has already been agreed upon for post Covid roadmap