

## **Job Description: Media Campaign Coordinator - Internship**

**Reporting to:** Head of Media Client Services

**Department:** Media

**Location:** London

### **Context – Havas People**

Havas People is part of Havas Group, one of the world's largest and communication networks. We create meaningful connections between people and brands. In particular, we look at how we can help employers and universities attract, engage and retain Talent. We work with universities to run their recruitment marketing campaigns to attract students and commercial and public sector clients to help them to attract staff. N.B. we are not a recruitment consultancy. Please refer to our website [www.havaspeople.com](http://www.havaspeople.com) for future details about us and the work we do.

### **Position Summary**

The Media Campaign Coordinator is responsible for the delivery of projects, providing first class service to our clients from sign-off through to completion.

### **Main Duties and Responsibilities**

- Management, coordination and the execution of multiple media plans – working with clients, our internal teams and with the media owners as required.
- Acting as a primary point of contact for a portfolio of clients and taking a lead in delivering projects.
- Close liaison with account stakeholders and client service teams across Havas People, ensuring the high quality, smooth delivery of media projects, both internally and externally. This will mean pro-actively monitoring the progress of projects, ensuring that all action items are accomplished on a timely and accurate basis.
- You will be expected to work with teams/ clients across digital and biddable media channels (including Pay-per-Click on Search, Paid Social and Programmatic media) as well as traditional media (including Out-of-Home, Print, Radio, Direct Mail, and digital channels including Job Boards, and Job Aggregators).
- Other duties as commensurate with the role.

### **Decision-making and Accountability**

You will have day to day accountability for decisions around:

- Duplicating the signed-off media schedule into a flight plan and inputting all the creative specs into either the flight plan or a specs doc (depending on format requested from the client (or internal teams)).
- Chasing for artwork from the client – once received ensuring that each individual piece of artwork is correct and absolutely matches the specs, including validating the HTML files to ensure they work as they should.
- Filling in the tagging/ tracking Campaign Management sheets and ensuring they are continuously updated with the correct URLs/UTM codes – sending these onto our tagging specialist and our analyst and then back to the client.
- Ensuring that all artwork/CM sheets/Flight plans are filed and saved centrally into the correct folders on the central drive.
- Trafficking out the tags to the correct media - on time and diarising any future chase-ups for artwork/ switchover of artwork.
- Checking everything has gone live on time - working closely with analyst to make sure reports are run on day 2 of going live.

- Collecting screen shots for all the live work and saving them in the correct client folder (useful for EOC reports)
- Assisting with any end of campaign reports in terms of creating charts and graphs or screen shots (including media logos) and ads in situ.

### Main Internal Connections

- Digital
- Social
- Programmatic
- Strategic Planning and Insight
- Creative/studio

### Qualification/Knowledge Requirements

No specific qualifications are needed other than a full UK driving licence (non-London roles). What matters most is your personality (see below), your willingness to learn quickly about the range of Havas People services and solutions for clients, your drive, determination and enthusiasm for our business and a demonstrable desire to help us succeed.

### Personality

- You will have enthusiasm for your role and the self-motivation and organisational skills to schedule a high throughput of work – sometimes technical in nature. You need to demonstrate adaptability and resilience in the face of setbacks in a busy environment and be able to prioritise and reprioritise work – maintaining a ‘can do’ attitude (and sense of humour) to maximise the output achieved.
- You will be vigilant with emails coming in and will file them in the correct way, being able to multi-task.
- You will be an effective communicator and team player with the ability to develop effective working relationships with the media, social and digital teams and with internal clients. You will be used to giving clear instructions and dealing diplomatically with demanding individuals – escalating to the Head of Media Client Services as required. Your customer focus will enable you to participate in discussions with both client services/account handlers and other delivery teams – all the while managing expectations and reaching mutually agreeable outcomes.
- You’ll need a strong commercial outlook – understanding the urgency and importance of different pieces of work and what affects the profitability of our business. You must be used to complying with and adhering to internal procedures and paying close attention to detail.
- You will be comfortable working within a culture built on respect for each other and respect for our clients. We value our people as much for who they are as for what they can do. We’re authentic and always strive to deliver excellence in everything we do. Our business is about working together, continually growing our knowledge and creating competitive advantage for our clients by delivering tomorrow’s thinking today. We’re courageous, always challenging and looking to improve the way we do things.

We expect all our employees to role model behaviours linked with our core values:

- **We roll-up our sleeves:** We know that if you’re prepared to work hard, you can put your name to something great. If we say that we’re going to do something, you can be sure that we’ll do it.
- **We work together:** We respect each other, we enjoy sharing ideas, and we know we can rely on one another. Which means we can achieve more as a team.
- **We ask, “What if?”:** We’re curious about the world around us, and know that if we never stop questioning, we will never stop discovering more.
- **We find a way:** The most exciting opportunities can initially seem impossible. By staying flexible and keeping open minds, we can always find a way.