

# the7stars

## Planning Account Director

### About the7stars

the7stars is unlike any other agency. The distinction started the day we launched in 2005 when we named ourselves after a pub, but more importantly when we made a promise that we were going to do things differently.

And this commitment has stuck with us. It guides how we work, how we think and how we treat one another and can be expressed in a single word.  
Freedom.

Our Freedom philosophy lives across our entire business from people, product and planning. It means we plan & buy media how we want, develop careers how we want, take holiday when we need it, invent tools when we need them, give people a platform to speak up, question and express themselves freely - but more importantly it has allowed us to create an amazing place to work.

We have a unique working environment and open structure which encourages personal development through client contact, team work, training, exposure to all media and internal teams – and a “sky’s the limit” approach to your growth within the agency.

the7stars is c300 passionate media people that are able to focus purely on creating great work for our clients.

If thinking freely and with integrity is your bag, then the7stars is an agency you should meet.

the7stars has a bespoke and inspiring working culture. We operate a flat structure without job titles and encourage an entrepreneurial attitude where you get out what you put in.

We are looking for people who get excited by the solution, have ideas and are passionate about the ability of media to make a real difference to businesses

### The Role:

This role offers an exciting opportunity to join one of four planning teams as a Planning Account Director.

We’re looking for a strategic, entrepreneurial person with at least 6 years’ experience to lead planning across a set of high-profile clients.

You’ll shape audience-first media strategies, manage client relationships, oversee end-to-end campaign delivery, and inspire junior team members all while working in the7stars’ famously flat, creative and autonomous environment.

### We are looking for people who:

- Get excited by the solution, have ideas and are passionate about the ability of communications to make a real difference to businesses.
- Believe in their ideas and have the business acumen to stand by them and back them up.
- See media as just a part of the overall solution.
- Are committed to delivering excellent service to clients, understanding how their business operates, and what is truly important to them.
- Are committed to negotiating the very best deals for our clients.
- Look forward to growing with an agency and taking on board the responsibility that comes with that growth.
- Are entrepreneurial at heart and are looking to do the best work of their careers.
- Are tired of the cumbersome and rigidly structured nature of the network media agencies.



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### A must for all candidates:

- A successful candidate would become an integral member of the the7stars planning team, working within one of four planning teams alongside 19 brilliantly talented people. The team are amazing at supporting one another, sharing great work across the different clients and inspiring each other to do exceptional work.
- We have an exciting opportunity across People's Postcode Lottery alongside Vanguard and Red Tractor; a breath of clients spanning a range of sectors.
- People's Postcode Lottery is an award-winning client and one of the7stars biggest spending accounts, investing heavily across key channels and have huge ambitions to continue to grow their brand and customer base. They are part of the second largest charitable giving organisations in the world, and we are proud to be helping them on this mission.
  - People's Postcode Lottery are a performance driven client with a core focus on delivering ticket sales – this means we operate at speed and with agility to enable us to respond swiftly to performance results.
  - Vanguard are the world's 2<sup>nd</sup> biggest investment firm and have grown their brand in the UK through strong, consistent brand advertising. They operate and advertise multiple products, all under the aegis of "Value to Investors" - and are fascinated by detail and driving performance where they can.
  - Red Tractor are the UK's leading food assurance scheme, focused on guaranteeing that food labelled with their mark meets rigorous standards of farming, welfare, and traceability. They aim to build trust with consumers by clearly communicating the value and integrity behind British produce.

### With the following key skills that you have evidence for:

- **Passion & Understanding:** A passion for media planning with a solid understanding of the media landscape, all channels (online & offline) and how they work together.
- **Planning Rigor:** Well versed in end-to-end plan delivery, from briefing to PCA.
- **OOH:** Understanding of OOH market, processes, ways of working and a passion for the channel.
- **ATL:** Strong understanding of key ATL media owners and understanding of timelines and processes.
- **Digital:** Broad digital understanding (not necessarily technical) including understanding what key partners do and the strengths and weaknesses of digital channels.
- **Strong client management skills:** Being a key day to day contact for clients – helping to maintain a strong working relationship and ensuring they are kept up to date with all activity on the account.
- **Management:** Strong evidence of managing others and being able to delegate effectively across a number of stakeholders
- **Leading meetings:** Confidence in coordinating and leading regular client calls and internal meetings.
- **Responsive:** Quick to respond to emails and requests.
- **Pressure:** Ability to handle pressure, quick turnarounds and rapid changes in direction.
- **Attention to detail:** Brilliant attention to detail is expected.
- **Tools:** Knowledge and experience are required for the following tools: Telmar, Brand Index, TGi, Nielsen and SimilarWeb.



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### Talk to us if you want to

- Work with the largest independent, free thinking, fast moving media agency in the UK
- Be surrounded by a diverse team of talented thinkers, who love the work they do
- Have the freedom to design a flexible approach to your working life
- Be challenged to learn and grow every day
- Work with a business that does more than just media – that gives 5% of its profits back into the community
- Be part of a culture that encourages creativity, entrepreneurialism and most importantly of all... fun

### Please don't consider us if

- You need a lot of handholding
- Thinking big isn't your thing
- Challenging yourself isn't something you want to do

the7stars is committed to creating a diverse environment, where employees feel empowered to share different ideas, perspectives and experiences in a collaborative and creative work environment. Equality and inclusion are at the heart of our culture. All qualified applicants will receive consideration for employment without regard to age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (which includes colour, nationality and ethnic or national origins), religion or belief, sex or sexual orientation.

