

# the7stars

## Planning Account Executive

### 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 is an opportunity to join one of our core planning teams as a Planning Account Executive, supporting across planning, coordination and performance for key clients such as Greene King and the Current Account Switch Service.

This is an all-channel planning role with clients who focus on the full media landscape from AV and OOH to Social and Paid Search. A passion and desire to learn how integrated media across the full funnel contributes to delivering results, is crucial.

You will be working with a team of planners and channel specialists across the organisation, as well as multiple client stakeholders. The ability to build and maintain positive working relationships, adapt communication style and collaborate effectively will be key to success.

Experience in a fast-paced environment would be highly beneficial with an ability to demonstrate strong organisational skills, effective time management and confidence working across multiple tasks in parallel.



# **the7stars**

## **Planning Account Executive**

### **Core responsibilities:**

#### **Campaign Management and Performance**

- Support the briefing and coordination of channel specialists to ensure campaigns are delivered accurately, on time and in line with the agreed plan
- Assist with campaign setup, implementation and quality checks across relevant channels
- Help manage reporting schedules and support the delivery of post-campaign analysis and insights
- Monitor campaign performance and flag any issues or optimisation opportunities to senior team members
- Support budget tracking and ensure financial processes are followed correctly

#### **Account Management Support**

- Support the day-to-day management of client accounts, acting as a reliable and organised point of contact
- Assist in taking briefs from clients and internal teams, ensuring objectives, timings and deliverables are clearly understood
- Support the preparation of client presentations, recommendations and responses to briefs
- Attend client calls and meetings, taking notes, managing actions and contributing where appropriate
- Act as a reliable point of contact while building a strong understanding of your client's business, category, competitors and wider market context

#### **Media Planning Support**

- Support the development of integrated media plans across channels, including Digital, AV, Outdoor, Print and Audio, under senior guidance
- Assist in translating client objectives into channel roles, audience approaches and measurable KPIs
- Develop a strong understanding of how different media channels work together to deliver campaign outcomes
- Stay up to date with media platforms, partners and innovations across the wider media landscape

Experience in the below is beneficial but not a Requirement:

- Prisma, Google Looker, TGI, Brandwatch, Google Analytics, Monday.com, Microsoft Office, Advanced Excel, Powerpoint



# the7stars

## Planning Account Executive

### 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.

