

Senior Direct Planner

The Agency

We are a Republic - a coming together of people who can make great work happen. The notion of being a republic, more of a gathering than a hierarchy, felt different when we launched and it still makes us proud.

We launched in 2001 in Battersea, London, with a vision of creating an innovative interactive agency with traditional client service standards.

We soon began to build a reputation for making strategic sense in a confusing space. Rather than developing just standalone advertising or virals, we have successfully carved out a position as an agency that develops integrated strategies aimed at solving business problems for our clients who are amongst the biggest brands in the world: Nivea, Danone, Vodafone and the COI.

Creatively-driven, with a focus on Research & Development, we have won many UK and Global awards over the years including D&AD, Cannes, Campaign Big, One Show, Webby, BIMA, IAB Creative Showcase and Creative Circle.

We were Marketing Magazine's Digital Agency of the Year in 2002, 2004, 2005 and 2008, and Campaign Magazine's Digital Agency of the Year in 2006.

We continue to be recognized for our creative work and we need the best people on board to keep making this happen and grow our already enviable international reputation in 2011.

The Role

We are looking for a senior planner to lead our direct output. This person will act as an integral part of our strategy team to ensure that we are delivering industry-leading direct solutions.

Teamwork and flexibility are essential – the role requires the ability to work in partnership with team members across multiple departments to enable direct thinking and execution to be produced to the highest standard.

The account stretches across the entire user journey from offsite direct response acquisition to onsite optimisation, post order conversion (CRM) and Social. He or she will be expected to develop strategic recommendations across all of these touch points.

Agency Objectives

- Working within a Strategy team that will develop the complete digital strategy across the entire user journey described above
- The individual will be responsible for all direct strategies delivered by the agency
- Working closely with creative teams to deliver the best acquisition and conversion work
- Keeping up-to-date with the latest direct technologies, industry thinking and best practice.

- Deliver sound, robust direct creative planning, brief development and insight/ proposition generation

Client Objectives

- To fully understand our clients' strategic intentions, business objectives, creative issues, and technical challenges and look to respond to these in your work.
- To work with the client service teams to build strategic business partnerships with our clients, inspiring and exciting them about our work
- To prepare and present direct solutions for new business pitches.

Skills, Capabilities and Experience:

- A passion for direct marketing
- A strong track record of delivering and leading direct communications solutions spanning the range of digital, direct and social media platforms
- Excellent presentation and communication skills
- Minimum 6 years experience working in either client or agency environments.

Your Package

- 25 days holiday (pro-rated)
- Salary dependant on experience
- Private medical insurance, including reduced gym membership and discounts to Champneys spas
- Free personal financial advice from Independent Financial Advisors which includes salary sacrifice for personal pension plans and mortgage advice
- Membership to Ride2Work scheme which includes up to 30% savings on bicycles and equipment
- Season ticket loan

We can also offer you a great environment to work with passionate people in a dynamic and highly successful agency. There's good training, continual mentoring and a structured career development programme.

Agency Republic is totally committed to equal opportunities. www.agencyrepublic.com