

ABOUT US_

At Talon, we provide our clients with world class service, technology, and collaboration to create exceptional OOH campaigns that deliver measurable results.

In our first 10 years, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 230 people located in key cities across the globe.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry – changing perceptions of it as a legacy medium to one that is highly effective, creative, sustainable, and measurable for our clients.

OUR VALUES AND HOW WE WORK TOGETHER_

| WE ARE BOLD_ | WE ARE HUMAN_ | WE ARE SMART_ |
|--|--|---|
| <p>As industry provocateurs and pioneers, we respectfully challenge the status quo, take pride in our people, big ideas and partnerships</p> <ul style="list-style-type: none">• We embrace change• We challenge respectfully• We lead the way | <p>We are a diverse collective of changemakers who value respect, fairness, and integrity and expect the same in return</p> <ul style="list-style-type: none">• We value collaboration and togetherness• We are empathetic• We embrace individuality | <p>Our trailblazing spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients</p> <ul style="list-style-type: none">• We grow and learn• We are trusted• We are mission possible |

THE ROLE_

Reporting into the Business Director, the Planning Director has a wide range of responsibilities including (but not limited to) leading on the OOH planning & buying of key accounts within the team, managing direct reports within the team alongside supporting the Business Director in day-to-day tasks, driving growth from dormant clients, and helping to deliver best in class service. The role of a Planning Director requires a proactive mindset both to help develop new opportunities within the business and to pre-empt any issues which may occur alongside using initiative, experience and expertise to help keep our clients and agencies happy.

RESPONSIBILITIES AND RELATIONSHIPS_

- Be responsible for the day-to-day management of the Planning Team to ensure they are operating effectively and are proactively contributing to growing client and agency business.
- Devise relevant trading strategy for key clients / PRF clients / high levels of spend that recognise and reward spending in OOH
- Help determine the best OOH plan taking into consideration all Talon products and services (including Ad-Tech)
- Ensure Investment approach is aligned to Talon commercial strategy, working in collaboration with the Commercial Business Director.
- Responsibility, working hand in hand with the Investment Counsel to help oversee pricing for key accounts within the team
- Oversee any negotiations with media owners, including the optioning and buying process.
- Have a thorough understanding of the strategy & objectives of your main accounts.
- Work with the Client Team to ensure you are delivering on all elements of client service charters and general client servicing.
- Resolve any campaign issues as and when they arise alongside assisting/coaching your team in resolving their issues.

JOB DESCRIPTION

ROLE: PLANNING DIRECTOR

LOCATION: LONDON

SALARY: £45,000 - £55,000



- Responsible for monitoring market availability each week to manage client expectations and budgets.
- Analyse and attend all client audit meetings (in conjunction with Client or Investment Business Director)
- Deliver on pricing agreements in collaboration with the Accountability and Performance Director
- Work with Business Director to set individual client KPIs and ensure they are met.
- Develop and manage the Talon relationship with agency, client and media owner contacts.
- Help to manage and host internal training sessions.
- Be prepared to get involved in non-account work – internal working parties, Route guru group, representatives of the company.
- Ensure you and the team are utilising in house systems on a regular basis ensuring they are kept up to date with all the latest planning information and campaign status
- Ensure all Planning templates are being used – Talon planning schematic, proposals, buying reviews/PCAs, site tour documents.
- Participate in defining the requirements to enhance systems/tools and have responsibility for testing them when requested
- Work with Business Director/Head of to provide accurate client forecasts ensuring they are kept up to date with key changes to forecasted business.
- Comply with all company and departmental policies and procedures.
- Understand Talon philosophy and SBU's offerings and communicate them appropriately.
- Demonstrate proper care and respect for corporate assets.
- Train your team on the day to day requirements of their planning roles, tools and systems.
- Be responsible for first stage interview process for recruiting Planning Executives and Planning Managers.
- Conduct annual appraisals of Planning Executives and Planning Managers (in conjunction with Business Director/Head of where applicable)
- Review performance of Planning Executives and Planning Managers on a regular basis
- Champion sustainability and advocate the value of positive social and environmental impact within your team.
- Participate in projects and initiatives which drive Talon's commitment to positive social and environmental causes. E.g., charity partnerships, volunteering, carbon offsetting etc.
- Role model the Talon values and behaviours to help ensure the best possible culture and tone is set throughout Talon.

WORKING HABITS AND CORE SKILLS_

- Organisational planning
- People management
- Strategic capability
- Commercially aware
- Solution finding
- Industry knowledge
- Able to work as part of a team
- Organised
- Enthusiastic and driven

YOUR EXPERIENCE AND QUALIFICATIONS_

- UK OOH planning experience and/or extensive Comms planning experience – working on clients that spend significantly in OOH
- Experience of working in data focussed roles
- First class relationship management skills with the ability to communicate across all levels both internally and externally
- Strong commercial acumen with the confidence to apply this within your work
- Ability to manage people and motivate them to bring out their full potential



Talon is an equal opportunities employer. We celebrate diversity and are committed to creating an inclusive environment where all individuals can thrive. We seek to employ and develop a workforce representative of the markets that we serve and brands that we represent.

TALON_
Think outside

BENEFITS INCLUDE

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|--|---|
| Pension | Enhanced maternity/paternity/shared parental pay |
| Life Assurance | 25 days annual leave, increasing every year by 1 day up to a maximum of 30 days |
| Permanent Health Insurance | Birthday Leave |
| Private Medical and Dental cover | Voluntary/Charity leave |
| Access to private GP appointments | Feel Good Allowance |
| Smarter Working (hybrid working, flexible working hours, work from anywhere for 2 weeks of the year and an early Friday finish!) | Summer Fridays |
| Eye Care Vouchers | Monthly Massages |
| Season Ticket Loan | Cycle to Work Scheme |
| Home set up allowance | Training allowance |

