

JOB DESCRIPTION

ROLE: Manager, OOH Planning

LOCATION: NYC SALARY:

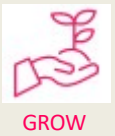


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ABOUT US_

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At Talon, our mission is to unlock the full potential of out of home, making it more effective, creative, measurable and sustainable than ever.

We're passionate about OOH and are on a mission to drive the growth of this sector within the media industry. In just over a decade, our desire to offer intelligent, creative, technology-led OOH solutions and a full-service OOH offering saw us grow into a team of over 450+ people located in key cities across the globe. In that time, we have been awarded for our approach to our people, our clients and our industry. We hire the finest talent to help us unlock the full potential of the Out of Home (OOH) environment for our clients; and pride ourselves on the individuals who represent our business.

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_

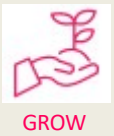
The Manager reports to the Director, Planning and is responsible for the development and negotiations of best-in-class out of home plans for our clients here at Talon. As a Manager, you are responsible for maintaining excellent relationships with our Media Owner partners, working closely with the internal teams to help grow and develop their talents, and excel in the OOH marketplace as the SME (Subject Matter Expert).

RESPONSIBILITIES AND RELATIONSHIPS_

- Lead day to day account management, planning, and buying for your clients and agencies.
- Be familiar with strategy and objectives of your clients and agencies.
- Ensure high quality client services and deliverable by going above standard asks and including innovative ideas to delight clients.
- Effectively resolve day to day issues as required alongside internal and external stakeholders, enlisting support of Director as required.
- Support Director, CS in key client reports and regular pipeline reporting
- Have a strong understanding of Talon's planning and buying principles, and the ability to articulate these to internal and external stakeholders.
- Work collaboratively across internal teams including Client Strategy and Production, and Creative Services
- Have a thorough understanding and utilize all internal and external tools and systems for planning, measurement, etc. as required.
- Look for opportunities to educate clients on the value and role of OOH as part of an overall channel mix and marketing campaign.

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- Manage Associate/Planner and support them in their education and development to meet their objectives.
- Identify and implement best practice and efficiencies with your team, collaborating with other teams as needed.
- Deliver regular and ad hoc reporting as needed, i.e., competitive and post campaign reporting.
- Ensure all work completed by yourself and the Associate (where applicable): is accurately delivered, internally and externally in a timely manner and within required deadlines.
- Understand and be able to articulate Talon ways of working and specialist offerings.
- Prepare and present new revenue opportunities using existing Talon initiatives or creating bespoke solutions for clients.
- You can confidently communicate with stakeholders of all levels, and you don't leave people wondering what's going on. Open communication is at the heart of your working style.
- You are happy to share ideas for new initiatives and ways of working and equally happy to hear other people's ideas.
- You have a solid understanding of the media landscape and truly understand how OOH and Brand Experiences compliments other channels.

WORKING HABITS AND CORE SKILLS

- Strong organizational skills, attention to detail
- Strong written and verbal communication skills
- Experience managing junior staff, preferable but not required.
- Proactive and can-do attitude
- Results driven.
- Project management skills
- Negotiation skills
- Relationship building
- Organizational planning
- Impeccable time management and prioritization to meet deadlines.
- Ability to multitask and manage multiple projects at once with ease.
- Commercially aware
- Excellent strategic thinker
- People management
- Independent decision maker
- Able to work as part of a team.
- A self-starter with a can-do attitude
- Strong written, verbal and presentation skills
- Basic math skills
- Microsoft Office
 - Excel Proficiency- Intermediate to Advanced
 - PPT Proficiency

YOUR EXPERIENCE AND QUALIFICATIONS _

- 3-5 years previous media agency/vendor experience, or comparable office/admin experience

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- Bachelor's degree preferred, or comparable experience
- Demonstrable outdoor and media experience developing and negotiating plans at a local and national level for major brands and agencies.
- Candidates should be able to support and challenge the current status quo and provide teams with compelling and innovative opportunities.
- Ability to build on their existing network and able to open doors at the appropriate level.
- Excellent sales skills and marketing/media/events/experiential market knowledge.
- Experience working in a busy, demanding, and pressurised environment.
- Driven and self-motivated to deliver results.
- Flexible and willing to embrace change and new opportunities

BENEFITS INCLUDE	
401K with employer matching	Enhanced paid family leave
Life Insurance	Birthday leave
Health, dental and vision	Voluntary/Charity leave
Generous PTO	Regular all staff educational workshops
Feel Good allowance of \$50 per month	Training allowance
Smarter Working (hybrid working, early Friday finish, and summer hours!)	Phone allowance

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