

## ABOUT US

Talon was established in 2012 with the ambition to create a global Out of Home (OOH) agency providing uncompromised advice and service for our clients. Today we are a high growth independent full service OOH agency with a team of over 150 people globally.

Together we are dedicated to driving client value through a combination of teamwork, expertise, creativity, data and proprietary technology. We are agile and entrepreneurial our simple philosophy enables us to deliver outstanding work: **Smarter as Standard**

There's never been a more exciting time to be involved with OOH and we're excited about the next chapter.

## OUR VALUES AND HOW WE WORK TOGETHER

WE ARE BOLD	WE ARE HUMAN	WE ARE SMART
We think big, we innovate and respectfully challenge the status quo, we take pride in ourselves, our work and our partnerships	We are a diverse collective of real, genuine individuals who value respect, fairness, and integrity and expect the same in return	Our entrepreneurial spirit and learning centric culture ensures our knowledge provides maximum value to each other and our clients
<ul style="list-style-type: none"> <li>• We Embrace change</li> <li>• We Challenge respectfully</li> <li>• We Lead the way</li> </ul>	<ul style="list-style-type: none"> <li>• We value collaboration and togetherness</li> <li>• We are empathetic</li> <li>• We embrace individuality</li> </ul>	<ul style="list-style-type: none"> <li>• We Grow and learn</li> <li>• We are trusted</li> <li>• We are mission possible</li> </ul>

## THE ROLE

We are looking for a Digital Services Campaign Executive to join our small team focused on delivering and reporting on digital Out of Home campaigns. With the ever-growing number of screens, media owners and ways to use digital Out of Home it is our role to guarantee the smooth and timely management of campaigns from start to finish.

We are looking to expand our Campaign Management team with a Campaign Executive who will work across our FileDrive and PlayTrack products. With these products, we deliver campaigns for clients including Google, McDonald's, Sainsbury's, Amazon, VW, Diageo and Pepsi to name a few. The primary function of the role is ensure campaign creative needs to meet media owner specifications and industry guidelines, as well as verifying that the campaigns have been scheduled and delivered as per the clients booking.

## RESPONSIBILITIES AND RELATIONSHIPS

### Client, Agency & Partner Management:

Establishing and maintaining positive relationships with media agencies, media owners and creative agencies.

Understanding the DOOH industry and what is possible for clients to achieve across different formats and with various media owners.



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Aiding creative agencies and media planners on the functionality and use of the delivery and reporting platforms.

**Campaign Delivery:**

Receive and distribute campaign details including creative and technical specification, media compliance to all relevant parties. Liaise with creative agencies and media owners on amounts of content, scheduling and deadlines.

Configuration of campaigns on FileDrive & PlayTrack platforms including any internal tracking requirements and confirm campaigns have been scheduled as planned with relevant parties.

Day-to-day running of web-based services for campaign booking information, content trafficking and campaign support.

**Campaign Reporting**

Manage verification and reporting through for all digital campaigns through the business.

Collect and upload report data to campaigns. Data will need to be analysed and interpreted so that the key information can be fed back to key stakeholders.

Update the planning teams on how campaigns are progressing and flag any issues or potential problems.

**Quality Assurance & Campaign Support:**

Checking and testing that all content meets specific media owner specifications and meets the expected behaviour as defined within the project's scope of work.

Editing and adapting content in house where possible. Providing post campaign analysis as and when needed.

Guide creative agencies on amending content in order to meet project and campaign specifications.

Checking and analysing media plans against internal records to assure they are accurate.

Facilitating and supporting changes to live campaign content as and when needed.

**Commercial & Financial Management:**

Confirm costs and budgets with clients, agencies and partners.

Keep up to date and accurate records of campaign content volumes as the campaign progresses.

**Product Development & Management:**

Discuss and offer ideas for future product and service features with development team.

Assist with product and service user acceptance testing and bug reporting.

**Key Relationships**

There are three main relationships that are essential to maintain and build in this role which are with the media agencies, media owners and creative agencies.

Media planners - You will work with media planners to confirm what has been booked and confirm that the content has been delivered.

Media owners - the media owners will be who you deliver content to and receive playout reports from, verifying all campaigns are scheduled and playing as agreed.



Creative agencies - A creative agency producer will provide you with all the files you need to deliver the campaign to all the media owners, you will be working with them to advise if they are on or off spec.

## YOUR EXPERIENCE AND QUALIFICATIONS

**Planning & Organising:** Keeping all relevant parties up to date with the status of upcoming and live campaigns. As well as managing and updating all internal administrative documentation. Prioritisation of tasks when faced with tight deadlines which involves understanding media owner time constraints and flexibility.

**Communication:** The ability to clearly and concisely communicate to creative agencies and media owners is imperative to this role to ensure campaigns are scheduled as instructed, interpreting the clients needs and rationalising this to external parties.

**Attention to Detail:** Ensuring that all files that we check, and traffic are 100% correct. Maintaining this eye for detail across hundreds of files with variable specifications across many concurrent campaigns is essential.

**Decision Making:**

Analysing playout data reports from media owners, verifying its validity and deciding to flag internally with planning teams when there is potential projected underplay.

**Additional knowledge, skills & Experience required:**

Multitasking, Foresight and planning ability with efficient time management and the ability to prioritise. Excellent communication skills, both written and spoken. Some video / digital media background with a basic understanding of digital formats. Basic knowledge of Adobe Creative Suite and intermediate Excel skills.



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## BENEFITS INCLUDE

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 and an early Friday finish!)	Free Fitness Classes
Eye Care Vouchers	Monthly Massages
Season Ticket Loan	Cycle to Work Scheme



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