



**Hotglue** is one of Australia's most exciting, progressive and fast-growing media, digital and content production agencies. Named in AFR's Top 10 Places to Work in Media and Marketing and FT.com High-Growth Companies APAC for four years running, we're ready to add another outstanding media executive to the crew. Could it be you?

We're on the hunt for a **Media Planner and Buyer** to service a diverse client roster alongside our media team. This role requires the candidate to have an entrepreneurial approach to work within the media division to develop innovative media plans across both traditional and digital media channels, and then execute these campaigns to deliver and exceed campaign objectives. It also exposes the candidate to leadership and broader strategic opportunities.

Tick all the right boxes? If you appreciate a great workplace culture and are looking for an exciting new challenge, we'd love to hear from you! This full-time gig is based in our Richmond office, with flexible working options, including some WFH days.

**Summary:**

The successful candidate must have 3+ years of experience developing and executing paid media campaigns for clients across Digital, Television, Radio, Outdoor and Print. You must also have extensive knowledge of industry tools such as; Roy Morgan, Nielsen, AQX, Meta Business Manager and Google Ads. You will not be a stranger to working collaboratively and independently where needed, striving for the best business outcomes and pushing the media envelope.

## **Responsibilities:**

- Assist the media team to plan, develop and activate multi-media campaigns that deliver and exceed campaign objectives
- Liaise with publishers to manage the planning and delivery of television, radio, outdoor, print campaigns
- Manage the planning and buying of digital campaigns (including being hands-on with search and paid social)
- Manage post-campaign reporting and analysis, and present findings to our clients
- Monthly competitive and segment reporting for key clients
- Coordinate workflow through the line (media, digital, social & production) and ensure deadlines are achieved
- Budget tracking & management
- Coordinate client and media WIP meetings

## **Qualifications:**

- A bachelor's degree in marketing, communications, or a related field is preferred but not required
- 3+ years of experience in media planning and buying across both traditional and digital channels
- Ability to work independently and as part of a team in a fast-paced environment, with the ability to foster strong working relationships
- Strong attention to detail and organizational skills

## **About us:**

Hotglue has worked hard to build an amazing crew and culture – and we're committed to employing those who represent a variety of ideas, backgrounds, passions, perspectives, and skills. Our different strengths make us stronger. And we make sure every voice is heard and respected equally, regardless of identity, background, position, ability, or lifestyle. We know that whatever is good for our employees is good for our business. Our recent growth and staff retention rates through a pandemic confirm this.

## **The perks:**

- Day off for your birthday with a gift voucher #treatyourself
- Weekly afternoon drinks and monthly group agency events
- Flexible working arrangements
- Working with an inspiring group of excellent humans, every day
- Amazing clients in a variety of sectors, including progressive and sustainable brands
- Something new every day - You'll never be bored!

We will only review candidates who have a valid work permit / working rights for Australia and are located in Melbourne or surrounds.

**How to apply:** [Lewis@hotglue.com.au](mailto:Lewis@hotglue.com.au)