



Campaign Executive

This is an exciting opportunity to work in a fast paced & 'buzzing' environment. Join a rapidly growing company in a unique role. The company, CScreens, are seeking a highly motivated, organised, enthusiastic and creative individual for assisting in the managing and delivery of commercial campaigns. You will assist in the execution of campaigns across our digital outdoor sites and activation of event experiential & site sponsorship.

About CScreens

CScreens was established just over 5 years ago with the main aim to help agencies and advertisers extend their linear TV campaigns into live outdoor AV environments delivering premium broadcast content.

Backed by the broadcast knowledge from its directors and sales team driving the company from strength to strength, CScreens are now established as the first point of contact when it comes to innovative brands and agencies delivering incremental reach, frequency and cover against their target audiences in an out of home environment.

CScreens prides itself on its unique facial recognition technology for audience measurement, covering exclusive events at exclusive sites. This allows us to report back to our clients on audience exposure and impacts which, in turn, allowed us to enjoy a 99% client retention rate and 60% market share. The leaders in Out of Home TV!

The role

CScreens are looking for a new member of staff to support our growing campaign management team. Strong administration and creative skills are essential. You will be liaising with creative agencies for blue chip TV & Sponsorship Brands; completing campaign management which includes delivering the right assets to the right land owners and tracking & reporting these back in a polished PowerPoint visual way to our buying clients.

Day to Day Responsibilities:

- Day to day maintenance of media campaign activity
- Accurately monitor and update campaigns using the Campaign Management master sheet
- Ensure administrative processes of every campaign are delivered to necessary timescales
- Create Post-Campaign Delivery reports
- Organising data in form of video, picture and print copy, filing in Live ad/POPs folders
- Management of company documents using Microsoft Office packages - particularly Powerpoint and Excel
- Attend CScreens (and affiliate) events to take proof of posting images. (NB this will include working occasional evenings and/or certain weekend days)
- Ability to deliver an analytical report on each campaign
 - Creating rich post-campaign reports
 - Providing in-depth analysis
 - Monitor social media of the events for extra environmental data when reporting back.
 - Explaining to Sales

Creative Responsibilities

- Interest & skill set in photography & design
- Owning a professional camera is beneficial
- Knowledge of photo editing software such as Indesign, Photoshop or others (essential)
- Creative/artistic eye for taking engaging photos to aid the delivery of campaigns

Personal Skills

Essential:

Confident and self-motivated

Be able to work with video and creative design

Be able to work with multiple deadlines

Be committed to good time management and have meticulous attention to detail

Excellent communication skills both written and verbal

Methodical and thorough

Able to work under pressure

Highly personable and enjoy working in a team

A good sense of humour

What We Offer

We will: Provide you excellent support from a knowledgeable team.

We deliver: Competitive salaries, bonus structure, the ability to get out and meet with landowner partners, and an environment where your opinion really counts

We deliver: Great opportunities such as going to the festivals, concerts, football stadium events where you will be required to take pictures of the campaigns for bringing to life in our reports. All funded with expenses by CScreens.

We offer: Days in lieu for any weekend work carried out

Education & Qualifications

Ideally educated to degree level or equivalent