

MEDIACOM

60 SECONDS WITH

Amy Roebuck

MBA PEOPLE FIRST TALENT

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This week we catch up with our head of Partnership and Influencer Production

Did you go to university? Where did you study?

I went to Nottingham University and studied Economics, mainly because I wasn't sure what I wanted to do when I left and this seemed like a generally beneficial degree that would give me lots of options.

Why did you choose a career in media?

It was more like I 'fell into' it! I was interested in advertising and marketing when I finished university but didn't actually know what a media agency was. I applied for a Grad role in research & insight at one of the big agencies but after the assessment day they thought I would be more suited to media planning and buying which I think worked out well!

So, what does a Head of Partnership & Influencer Production actually do..?

I head up a team of around 10 specialists who are responsible for delivering and overseeing the production of partnership and influencer campaigns across the agency.

What do you love most about your job?

The variety. Because we are a project team and work across a wide variety of clients and campaigns, every day is different. This could be anything from going to a voiceover recording, to choosing dogs to appear in an online video!

Is there anything you don't like?

Quick turn arounds can be challenging, in terms of responding to briefs and the production process for content partnerships. Lead times for sourcing talent or shooting a video for example, are much longer than on a normal display campaign.

What does life outside MediaCom look like?

Last year was quite a big year for me as I bought my first house and got engaged, so home improvements & wedding planning are currently keeping me very busy. I also love food, eating out (find me on Instagram @stuffed_in_London) and going to the gym to balance things out.

What advice would you give to your younger self, just starting out in the industry?

Be open to all opportunities and follow what you are most passionate about. There are lots of different avenues to go down within a media career and content partnerships suits my skillset perfectly and is what I'm most interested in.

What's the best thing about working at MediaCom?

There are so many benefits from working at a big agency such as MediaCom. They offer a huge amount of company initiatives such as Mental Health Week, Lunch & Learn and the Freshness Fund which I used to do a food photography course.

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