

SPOTLIGHT ON

Investment – The Exec Scheme

PEOPLE FIRST TALENT

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Fresh talent on the Investment team

The start of the new year sees MediaCom welcome 13 fresh faces to the company's Media Executive Scheme. The new executives will rotate around the company on a 6-month basis, exploring all areas of the business. Introduced in 2015, the initiative shows graduates the 'ins and outs' of MediaCom with the long-term aim of creating future leaders. Graduates in the programme get the opportunity to spend time within a range of departments and teams to learn how each arm operates.

The Investment 'Prigital' (Print, Digital and Programmatic) team were lucky enough to welcome 4 of the newest recruits, all of whom have been given the opportunity to work on pioneering campaigns with some of the UK's largest clients. The new members have already impressed, proving keen to hone their skills and develop their understanding of the

complex digital landscape.

Having started on the very first Executive Scheme two years ago, I know the exciting opportunity that lies ahead for these graduates. With training available at every corner, over the 18 months that I was on the scheme I was given the chance to grow into a 'media guru'. This included everything from helping Tesco to define their Communications strategy, to Implementational Planning for Betfair, to learning how to be a great negotiator across Print and Digital media. Multiple networking opportunities were also available, including the chance to attend the longstanding Media Business Course down in Brighton, where I worked on a live brief for Domino's Pizza, pitching an idea against 10 other teams (which ended up winning!).

By exploring every facet of the company I was able to make an educated decision when choosing what permanent role to pursue. Being exposed to best-in-class buyers and negotiators helped me to decide that I wanted to specialise in Investment. I am now learning how to use MediaCom's suite of systems and tools to achieve the best possible value for PSA and Vauxhall and how best to deliver Mediacom's PBU offering and tech-first approach.

The effectiveness of the scheme has already left an impression on Matthew Chew, who is currently on his first rotation. He says, "The company's philosophy, 'People first, better results,' is carried all the way through to their Executive Programme, with opportunities available for those ready to commit to being a great MediaCom citizen".

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