

60 SECONDS WITH

Jamie Page

PEOPLE FIRST SPORT AND ENTERTAINMENT TALENT

05 JAN 2018

This week we caught up with Jamie Page from the Sports & Ents team.

Did you go to university? Where did you study?



Yes, I studied Biomechanics & Sports Science at University so media was not an obvious career path. However, there were a host of relevant and

transferable skills, also working in Sport & Entertainment having a good grounding in sport helps.

Why did you choose a career in media?

Through work at an events company I was exposed to sponsorship and the commercial side of sport and entertainment which piqued my interest. From there I applied for a role with the sponsorship team at a media agency.

So, what does an Associate Director actually do...?

The role is pretty varied; first and foremost is client servicing which includes creating client strategy, executing their negotiations and also managing all activation and amplification. On top of this there is finance/budget management, new business, marketing ourselves and managing & training the team. A surprise to most people but we do not spend our whole lives at live sporting events!

What do you love most about your job?

Seeing sponsorship campaigns we have crafted on the big screen/stage. Whilst we can spend a lot of time in spreadsheets and presentations, having sport & entertainment as the topic always makes it interesting.

Is there anything you don't like?

Changing deadlines and not getting feedback to ideas we think are great is quite frustrating, overall though most parts of the role are enjoyable.

What does life outside MediaCom look like?

Sport mainly; playing rugby most weekends during the season and through the summer chasing the wind to go kitesurfing.

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

Learn as much as you can! As a specialist function we need to know about all other marketing channels and how sponsorships/partnerships can be used within these.

What's the best thing about working at MediaCom?

The opportunity to work on some of the biggest and most exciting brands out there.

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