

## Lodestar UM - India

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Company: Mediabrands

Location: India

Category: business-and-financial-operations

### Business Overview

Lodestar UM is one of the leading strategic media agencies in India. Lodestar UM believes that better science and better art deliver better outcomes to our clients in the media moments that matter most. We are a creative media agency, committed to blurring the lines between media and creativity, between data and content, between science and art. We are part of second largest global media network IPG Mediabrands, UM operates in over 100 countries with 4,800 people.

The Indian entity spans across 6 major cities and employs over 250+ best of the breed media professionals innovating on a roster of clients including Johnson & Johnson, Samsung, Amul, ITC, Tata, Mahindra & Mahindra, BMW, Nerolac, Spotify, ExxonMobil, Hershey's, PhonePe and several others. We are one of the most feted media agencies, have been awarded across several categories such as strategy, innovation, experiential, research etc.

At Lodestar UM, we are committed to creating a culture that is better. A culture where people feel they belong and their contributions are valued; a culture where diversity is celebrated through access and equity; a culture where individuals can bring their whole self to work; a culture where transparency is our key to success; a culture where giving back to communities and creating an inclusive community are paramount; a culture where we are never satisfied with the status quo; and a culture where we always strive for better.

**Position Title**– Director – Business

### Position Overview

The role is to work on the holistic solution for the client. Establish leadership/ build teams. Come up with innovative ideas for the client which will lead to winning awards. Monitor competitor activities & devise client's strategies to add maximum value to their media budget. Get acquainted with the basics of digital media. Ensure the implementation of the media strategy on the brand.

### **Responsibilities**

Establish leadership/ build teams.

Work on the holistic solution for the client

Come up with innovative ideas for the client which will lead to winning awards.

Work on new pitches in a year.

Build strong relationship with the media partners.

Build strong cordial working relationship with the clients.

Point of escalation for team issues (within and outside of team).

Manage 2-4 direct media planning reports to support career growth/development.

Construct negotiation strategies to deliver on client's objectives.

Monitor competitor activities & devise client's strategies to add maximum value to their media budget.

Ensure the implementation of the media strategy on the brand.

Get acquainted with the basics of digital media.

### **Required Skills and Experience**

Proficient in developing media strategy and creating traditional mass media solution.

Strong understanding towards consumers, business, and marketing.

The ability to work on multiple projects at one time.

Understanding of all media channels (includes digital) and disciplines and the ability to develop simple and actionable ideas into strategies that matter.

Good attention to detail and accuracy.

Team management, excellent communication, and presentation skills.

Keeping abreast of current industry communication / media thinking.

The ability to be a team player.

Understanding the media landscape.

Understanding of the category.

Understanding the overall business and client needs.

12 - 15 years of experience.

### **About Mediabrands:**

IPG Mediabrands is the media and marketing solutions division of Interpublic Group (NYSE: IPG). Mediabrands manages approximately \$40 billion in marketing investment globally on behalf of its clients and provides strategic services and solutions across its award-winning, full-service agency networks UM and Initiative and through its innovative marketing specialist companies Reprise, Magna, Orion, Rapport, Healix, Mediabrands Content Studio and the IPG Media Lab. Mediabrands clients include many of the world's most recognizable and iconic brands from a broad portfolio of industry sectors. The company employs more than 13,000 marketing experts in more than 130 countries representing the full diversity of humanity. For more information, please visit our website: [www.ipgmediabrands.com](http://www.ipgmediabrands.com).

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