



Account Director Vacancy Brief January 2021

About Bubble Agency

We are a no-nonsense boutique full-service PR, marketing and events agency with expertise in the broadcast, media technology, sports and AV industries.

Founded by Sadie Groom and independently owned, we are 21 years young with combined industry expertise of over 100 years. We are headquartered in London, with satellite offices in Dubai, LA and Portland, USA.

At Bubble Agency, we believe in doing things a bit differently. We love our clients, big ideas, and working in a creative team. As a full-service agency, we are true partners of our trusted clients and this is your opportunity to get under the skin of the industry and really get involved. The right candidate will enjoy being part of a sociable team, be passionate about communication, technology and brands. With experience of having worked in a PR/marketing agency, or a communications department, this individual must be passionate with a can-do attitude and impeccable written and verbal communication skills to match.

Our values

- Teamwork
- Proactiveness
- Transparency
- Creativity

Secrets of our success

- We are passionate about the industry
- We are experts who are great at what we do
- We are really nice people to work with

You'll be part of a fast-paced agency with high-growth plans. Because of this, the right candidate will have the opportunity for quick career progression, supported by a growing management team.

To apply for the role, please send your CV and a 100-word covering letter or video on why you'd like to be a Bubble to Emma Pritchard on careers@bubbleagency.com

Job title	Account Director
Job Description	<p>Account Directors are the face of Bubble Agency, delivering consistent creativity and considered counsel to our clients.</p> <p>They are responsible for developing and delivering a PR strategy that meets and exceeds our client's business goals. They are 100% accountable for the successful delivery of our client's PR/marketing programmes.</p> <p>They are the bastions of quality control; ensure plans are agreed three months in advance and lead account teams to meet and exceed client expectations.</p>

	<p>They are accountable for individual account capacity planning, monitoring service levels, and ensuring client KPIs are being met.</p> <p>Growing accounts by selling additional projects and services is a given, as well as ensuring they are leading and motivating a proactive team to achieve big ticket coverage for clients through the maintaining high-level media contacts.</p> <p>Involvement in new business is a weekly activity, contributing high-level ideas to pitches and excellent presentation skills are expected as part of the pitch team.</p> <p>The ability to develop the skills of our team members is a must, as well as motivating and inspiring them to deliver exceptional work for clients.</p>
Reporting to	Associate Director
Salary band / benefits at this level	<p>The Account Director will be offered a fantastic package including:</p> <ul style="list-style-type: none"> • Competitive salary • Discretionary annual performance-based bonus • 20 days' holiday and Christmas period closure break • Additional day off for the day of your birthday • Training and development programme • Mobile phone for business use • Laptop • Statutory pension • Private healthcare
Proposed start date	ASAP
Recruitment process e.g. number of interviews, tests set/briefs etc.	<p><i>Once a CV has been accepted the candidate will go through the following process</i></p> <p>Stage 1 – Writing and grammar test (to be completed in advance) and a video phone interview. Please allow 30 minutes for the video phone interview</p> <p>Stage 2 – Video interview with Associate Director and Account Director. Please allow 1 hour</p> <p>Stage 3 – Final round video interview with Managing Director and Associate Director. They will receive a brief and be asked to present a short plan. Please allow 1 hour</p>
Candidate specifics (e.g. experience, credentials, management skills etc.)	<p>Candidate must:</p> <ul style="list-style-type: none"> • Have experience of being an Account Director at an agency for a minimum of one year • Be an inspiring leader and experienced in managing and developing multiple direct reports • A proven track record of growing accounts and bringing new business • A strong industry network and contacts with senior journalists and of the members of press • A proven track record of successfully implemented PR campaigns for a range of clients • Demonstrate thorough time management and capacity planning, linking back to client KPIs • Polished presenter and adept at explaining PR terms and outcomes to C-level executives • Driven, ambitious and willing to contribute to the business

	<ul style="list-style-type: none">• Demonstrate a thorough knowledge of the media landscape and where it is heading• Demonstrate a deep understanding and passion for technology and business• Be able to think independently and juggle multiple demanding tasks with tight deadlines• Be willing and able to work a tradeshow• Understand the difference between B2B and B2C PR• Be active on social media• Have good positive energy with a proactive, can-do attitude• Solid good written and verbal communication skills• Proficient in the use of Microsoft Office products including Outlook, Excel, Word and PowerPoint
Additional info	More information about our clients and the way we work can be found at our website www.bubbleagency