



Senior Account Manager 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 share our values, enjoy being part of a sociable team, be passionate about communication, technology and brands. With experience of having worked in a PR/marketing agency, this individual must be passionate with a can-do attitude and impeccable social media, 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	Senior Account Manager
Job Description	<p>Senior Account Managers (SAMs) at Bubble are the driving force of strategic campaign planning and the execution and delivery for these campaigns for clients. They are bastions of quality control and ensure all clients expectations over met, and exceeded, and inspire their team to consistently deliver the highest quality results.</p> <p>They are well networked and hold strong relationships with press (trade and nationals), analysts and influencers, calling upon their network and contacts to enhance Bubble and its clients.</p> <p>They are the motivator of a team, ensuring work is error free and delivers against agreed KPIs. They are accountable for monitoring</p>

for over servicing and tracking weekly client hours against the retainer.

Impeccable at multi-tasking, SAMs at Bubble head up a mixture of retained and project clients, therefore, structure and the ability to prioritise and delegate are key qualities.

This role will require management of Account Managers and Senior Account Executives.

Account responsibilities

- Client liaison: providing high-level strategic counsel to clients, ensuring a thorough understand of the clients' business goals and filtering this to the team to ensure expectations are being met and exceeded
- Delivery of 'stand out' strategic campaigns that 'wow' clients – including the planning and execution of these campaigns
- 100% accountable for the delivery of agreed KPIs for each client and working with the team to ensure they are met
- 100% accountable for delegating client hours to the team, tracking hours and reporting over servicing to Account Director, and coming up with ways to address over servicing
- Building and maintaining high-level press, analyst and influencer relationships to enhance the agency and its clients
- Accountable for proactively engrossing themselves in the industry and being up-to-date with the latest news and issues in the industry and wider media landscape
- Campaign planning and management: developing and delivering on campaign plans against client KPIs
- Proactive media planning: responsible for planning how the team will meet monthly media targets and accountable for delivering on them
- Proactive media relations: creating creative pitches, selling-in and securing coverage
- Social media: effective management and implementation of social media campaigns across all channels, including metrics and growth reporting
- Reporting: updating client trackers on a daily basis and delegating tasks to JAE/AE and responsible for delivering monthly reports on time
- Coverage monitoring: overseeing the collation of coverage and informing client of coverage wins as they happen
- Press lists: regularly maintain, assess and update press lists to ensure clients' target areas are being met
- News high jacking: proactive monitoring of current news landscape and providing clients with news high jacking opportunities and successfully selling-in comment responses
- Writing: lead on all writing and proof-reading tasks. To be written by SAM or managing the delegation to a Bubble writer, critiquing and ensuring accuracy of work before delivering to the client
- Speaking opportunities: assessing and pitching clients for opportunities regularly to meet KPIs
- Awards opportunities: assessing and regularly taking opportunities to clients, handling submission drafts and submitting on client's behalf
- News distribution: overseeing the distribution of content to target media

	<ul style="list-style-type: none"> • Tradeshow support: leading a client's presence at a tradeshow; booking press meetings, ensuring news schedule is met and show previews are fulfilled, as well as onsite attendance <p>Company responsibilities</p> <ul style="list-style-type: none"> • Inputting accurately into Bubble's time management system • Managing and developing AMs/SAEs and responsible for managing their time and output • Attend industry events and networking events • Adhoc administration duties • Building and maintaining media relationships • Contribute to Bubble Agency's social media and online presence • Organise and lead company brainstorms and ideas creation • Establish professional relationships with colleagues in other offices • Presenting to colleagues on a regular basis to share knowledge and experiences • Pitches and new business - contribute outstanding creative ideas to new business pitches and attend pitches
Reporting to	Account Director
Salary band / benefits at this level	<p>The Senior Account Manager will be offered a fantastic package including:</p> <ul style="list-style-type: none"> • Competitive salary based on experience • 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 phone interview HR Manger. Please allow 30 minutes for the phone interview</p> <p>Stage 2 – Video interview with Account Director and Senior Account Manager. Please allow 1 hour</p> <p>Stage 3 – Final round video interview with Associate Director. 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 3-5 years PR or marketing experience, either agency-side or in-house; two of these years to be spent at Account Manager level already • Be experienced in running social media accounts, growing followers and increasing engagement • Understand the difference between B2B and B2C PR • Demonstrate an understanding and passion technology and business

	<ul style="list-style-type: none">• Demonstrate an understanding of the media landscape and where it is heading• Be experienced in managing and developing others• Be a media hound who's passionate about pitching and selling in stories• Be an excellent timekeeper who's able to think on their feet and juggle multiple tasks• Be experienced in new business pitching (research, proposal planning and delivery)• Be willing and able to work a tradeshow (virtually and in-person when they start up again) – we love them in our industries• Be prepared to travel, including overseas• Be active on social media• Have good positive energy with a proactive, can-do attitude• Solid written and verbal communication skills
Additional info	More information about our clients and the way we work can be found at our website www.bubbleagency.com