



Account Manager Vacancy Brief July 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	Account Manager
Job Description	<p>Account Managers at Bubble are the engine of the news machine, masterminding sell-ins and driving their team to meet, and exceed, coverage targets and maintain a healthy pipeline.</p> <p>They should consistently deliver the highest quality PR and social media content; maintain a network of lucrative media relationships and deliver stand-out coverage; be super-responsive to client requests; ensure all writing is of a high standard and error-free and ensure account reporting and admin runs like clockwork.</p> <p>As Bubble is a full-service agency, this role will require you to work on clients' social media – from planning, implementation through to</p>

measurement and reporting. There is also the opportunity to work on wider marketing projects.

This role will require management of Account Executives and Interns.

We pride ourselves on delivering consistent creativity, considered counsel and measurable impact for our clients and prospects, whilst always contributing to the development of our people and the agency.

Account responsibilities

- Client liaison: proactive lead on all client communications, including leading client update calls and face to face meetings
- 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 AM 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
- 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
- Regularly read target media including newspapers, magazines, online sites and blogs for possible opportunities for clients

Company responsibilities

- Inputting accurately into Bubble's time management system
- Managing and developing JAE/AEs and responsible for managing their time and output
- Attend industry events and networking events

	<ul style="list-style-type: none"> • Adhoc administration duties • Building and maintaining media relationships • Contribute to Bubble Agency's social media and online presence • Organise company brainstorms and ideas creation • Inputting to new business pitches and attending pitches • Establish professional relationships with colleagues in other offices • Presenting to colleagues on a regular basis to share knowledge and experiences
Reporting to	Account Director
Salary band / benefits at this level	<p>The Account Manager will be offered a fantastic package including:</p> <ul style="list-style-type: none"> • Competitive basic 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 – Video phone interview with HR Manger. Please allow 30 minutes</p> <p>Stage 2 – Video interview with Account Director and Senior Account Manager. Please allow 1 hour</p> <p>Stage 3 –Writing and grammar test</p> <p>Stage 4 – Final round video interview with Associate Director. Please allow 20-30 minutes</p>
Candidate specifics (e.g. experience, credentials, management skills etc.)	<p>Candidate must:</p> <ul style="list-style-type: none"> • Have 2-4 years PR or marketing experience, either agency-side or in-house; one 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 • 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

	<ul style="list-style-type: none">• 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