



PR, MARKETING & EVENTS

EMEA PR Director Vacancy Brief - UK Office

About Bubble Agency

Bubble Agency is at the heart of the fast-paced and innovative media and entertainment industry. We are the leading global full-service boutique agency, providing PR, marketing and events expertise to the film, broadcast, media technology, sports and AV industries.

In our 22-year history, we have launched some of the most exciting technological innovations that shape the way we consume media today and our clients are behind some of the most popular content on screen. None of our achievements would have been possible without our amazingly talented team.

And this is your opportunity to join Team Bubble! You will be part of an inspiring team that rewards talent and creativity and develops potential. We are proud to have been a finalist for the 2022 PRCA Dare Awards' Team Culture and Community Award and continue to place our team and their wellbeing at the heart of everything we do.

The right candidate will share our company values, be passionate about communications, media and technology, and enjoy being part of a sociable team and attending international trade shows. We are headquartered in Holborn, London, with an office in Los Angeles and team members in New York, Portland, and Dubai.

Our values

- Teamwork
- Ambition
- Consideration
- Transparency

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

If you like the sound of us, we would like to hear from you. To apply for the role, please send your CV and a 100-word cover letter or video on why you would like to be a Bubble to Emma Pritchard at careers@bubbleagency.com.

HEADQUARTERS

e: hello@bubbleagency.com | w: bubbleagency.com
a: Aviation House, 125 Kingsway, London, WC2B 6NH



PR, MARKETING & EVENTS

Job Title	EMEA PR Director
Job Description	<p>The EMEA PR Director takes overall responsibility for client servicing, ensuring expectations are being met and exceeded at all times and accounts and teams are profitable. Responsibilities include:</p> <p>Client Servicing</p> <ul style="list-style-type: none">● Owns and manages relationships with key stakeholders client-side to ensure the agency has a strong and trusted bond with all of its clients● Responsible for leading on setting the strategy for clients to achieve their goals (with delegation to the Account Director)● Lead and contribute to client messaging● Foreseeing, mediating and resolving client issues alongside the Account Director before they need to be escalated to the senior management team (SMT)● Arrange and drive quarterly strategy meetings with Tier 1 clients targeting the EMEA market to ensure the strategy is working (tier 2 clients to have bi-annual strategy sessions)● Checking in with new clients after one month, three months, and six months to ensure service and team satisfaction● Management of capacity planning and setting the monthly hours for the teams● Management of over- and under-servicing and ensuring Account Directors are effectively dividing up client hours in their teams● Make sure client teams monitor the effectiveness, quality and impact of our campaigns against agreed objectives and success measures● Management of the monthly internal client update report and summary and distribution to the SMT● Reporting back to the SMT on the performance of account teams and recommending actions plans for improvements● Management of the client servicing budget <p>Team Development</p> <ul style="list-style-type: none">● Management and development of Account Directors to ensure their teams are delivering on client campaigns and ADs are driving teams to meet objectives and KPIs● Take the lead in solving any challenges problems with team members● Working in coordination with Account Directors on team reviews and appraisals● Working with Bubble's HR manager on open roles in the PR team and interviewing candidates● Management of "Bubble Ambassador" roles

HEADQUARTERS

e: hello@bubbleagency.com | w: bubbleagency.com
a: Aviation House, 125 Kingsway, London, WC2B 6NH



PR, MARKETING & EVENTS

	<p>Agency Development</p> <ul style="list-style-type: none">● Proactively and positively promotes Bubble Agency's values and work● Contributing to new business pitches; taking the brief, writing proposals and working with the teams to plan an effective campaign; attending pitches● Devising and selling in upsell plans to current clients● Delivering an overview on team growth plans and future resources needed for 2-3 years' time to the SMT● Building and maintaining relationships with tier one press to ensure Bubble clients are at the forefront of opportunities● Attending trade shows and conferences and networking with clients, prospects, press and influencers● Management of the PR tools annual budget and assessing requirements for new tools and processes to aid the teams
Reporting to	Associate Director
Salary band / benefits at this level	The Account Director will be offered a fantastic package including: <ul style="list-style-type: none">● Competitive basic salary● Annual performance-based bonus● 21 days' holiday, plus Christmas period closure break (25 days annually in total)● Additional holiday days awarded for long service● Flexible working patterns/hours● 3pm Friday finish for eight weeks during the summer months● Enhanced maternity package (six months full pay)● Enhanced paternity package (three weeks full pay)● Company pension● Private healthcare● Annual bucket list scheme● Training and development programme
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 – Chemistry video interview with HR Manager (30 mins) Stage 2 – Video interview with Associate Director and Account Director. Please allow up to 1 hour Stage 3 – Task to be completed to a set brief Stage 4 – Present task back to CEO and Associate Director (in person or via video interview. Please allow 1 hour</p>
Candidate specifics (e.g. experience, credentials,	<p>Candidate must:</p> <ul style="list-style-type: none">● Have at least 6-8 years experience with three years spent at Account Director level, or above, at an agency

HEADQUARTERS

e: hello@bubbleagency.com | w: bubbleagency.com
a: Aviation House, 125 Kingsway, London, WC2B 6NH



PR, MARKETING & EVENTS

management skills etc.)	<ul style="list-style-type: none">● Be an inspiring leader and experienced in managing and developing multiple direct reports● Demonstrate the successful development and implementation of effective PR strategies for global technology brands● Have experience and in-depth knowledge of capacity planning and evaluation● Have a proven track record of growing accounts and bringing in new business● Have a strong industry network and contacts with senior journalists and members of the press, including national and business press● Be a polished presenter and adept at explaining PR terms and outcomes to C-level executives● Be driven, ambitious and willing to contribute to the business● 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 to travel and attend trade shows and conferences● Be proficient and active on social media● Have good positive energy with a proactive, can-do attitude● Have solid written and verbal communication skills● Be 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.com

HEADQUARTERS

e: hello@bubbleagency.com | w: bubbleagency.com
a: Aviation House, 125 Kingsway, London, WC2B 6NH