



PR, MARKETING & EVENTS

Account Director Vacancy Brief - London 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 23-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 at the 2023 UK Company Culture Awards in the Best Agency To Work For category, and we continue to place our team and their well-being 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.

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'd like to be a Bubble to Emma Pritchard at careers@bubbleagency.com.

Our values

- Teamwork
- Ambition
- Consideration
- Transparency

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e: hello@bubbleagency.com | **w:** [bubbleagency.com](https://www.bubbleagency.com)
a: Aviation House, 125 Kingsway, London, WC2B 6NH



Job title	Account Director
Role Overview	Account Directors are responsible for developing and delivering a PR strategy that meets and exceeds their client’s business goals. They are 100% accountable for the successful delivery of their client’s PR/marketing programmes and driving the account team to succeed and produce results. They are the senior contact for our clients and in charge of handling, and solving, any issues that arise on their accounts and in their teams. They should be commercially minded, creative in nature and willing to travel and attend events to network
Job Responsibilities	<p><u>Account Responsibilities</u></p> <p>Strategy planning and delivery:</p> <ul style="list-style-type: none">● Accountable for ensuring campaign plans are devised and agreed upon for each client, and responsible for leading their account teams to deliver on these plans, ensuring that all client’s expectations are met and exceeded● Take charge of client requirements, handling and solving any issues that arise● Accountable for ensuring all client work and reports are fulfilled in a timely manner● Devise a way to obtain coverage and results for clients to meet agreed KPIs● Lead on team brainstorms. Ensure that new ideas are being developed as a team and presented to clients to keep your accounts fresh● Ensure consistency of service across all clients and exceptional outcomes● Ensure exceptional attention to detail in all your work, continually refining your written and verbal skills and your ability to present complex industry information to target audiences <p>Client relationships:</p> <ul style="list-style-type: none">● Be the trusted advisor and consult for all your clients; spot in advance where things may be going off track and problem solve within your team to bring the client back on track● Get to know your clients inside and out - ensure they feel comfortable having you at the helm - achieve positive feedback to share with the SMT regularly● Embed the Bubble PACT pledge to clients in all your client work, and encourage this in your team, recognising and rewarding these behaviours: Passionate, Agile, Creative and Transparent

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	<p>Media relationships:</p> <ul style="list-style-type: none">● Press and analyst relationships: Establish and build relationships with tier-one press for all your clients in the sectors they play in, using your team as a resource. Secure coverage in tier 1 outlets for all clients monthly● Help Bubble build relationships with press outlets in relevant sectors. Arrange meet-ups and get to know the editors at each title, including what stories and news they are interested in and report back to the wider team● Analysts – build up Bubble’s profile with analyst houses; research ones in the industry and build a plan of how Bubble and its clients can work with them● Media and influencer relations: achieve big-ticket tier one coverage for clients through building and maintaining high-level media contacts <p>Growing accounts and new business:</p> <ul style="list-style-type: none">● Responsible for selling additional services and projects to existing clients. Work with the Managing Director on which additional Bubble services can be upsold to your clients. Devise a plan for upselling them to your clients and roll out this plan● New business: contribute high-level ideas for pitches, including providing research and campaign ideas. Excellent presentation skills are expected as part of the pitch team <p>Managing your account team(s):</p> <ul style="list-style-type: none">● Take charge of your team and motivate them to achieve results● Set clear and explicit KPIs for each client and drive the delivery of these with your team● Ensure your team know their responsibilities on each account, put deadlines in place and hold yourself and your team accountable● Ensure appropriate and regular communication lines are in place with your team - including any hybrid/remote workers● Managing budgets: Ensure your team are using their time effectively to keep over- and under-servicing under control● Capacity planning: accountable for managing the capacity within their team and in doing so ensuring clients are being serviced adequately, including delivering on the client's monthly KPIs and monitoring and adjusting service levels accordingly● Responsible for developing the skills of team members from SAM/AM down to the AE/JAE on their team. Motivating and inspiring them to deliver exceptional work for clients and the agency
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	<ul style="list-style-type: none">● Identify any skills gaps/training needs in your team and work with the Talent Manager to ensure these are filled through appropriate training. Share specific suggestions on ways to fill the gaps● Responsible for leading regular performance reviews with your team members, including setting their training programme and objectives <p><u>Company Responsibilities</u></p> <ul style="list-style-type: none">● Leadership: Get to know your team so you can motivate and inspire them. Encourage company engagement as a whole, and lead by example in being a champion of the Bubble values - Teamwork, Ambition, Consideration and Transparency● Tradeshow, event and awards attendance: Expected to attend local and international trade shows and manage your client's PR efforts at the show. Required to attend local events and evening award ceremonies for networking and new business purposes● Feed your passion for technology and business and inspire this passion in others. Be curious about the industries we work in and the changing media landscape. Create strong connections by attending industry events, keep up to date on industry trends by regularly reading the industry news and subscribing to key publications, be an active participant in relevant forums and on social media● Professional Development: Responsible for making sure every team member has a measurable professional development plan (PDP) in place, working with the Talent Manager. Provide career advice to every member of your team and be proactive in professional development support. Also consider ways you can offer development ideas to the wider team● Ensure you have your own PDP in place and be accountable for delivering on your development actions● Interact with the other Account Directors to share knowledge and best practices, and implement these in your team● Provide support for agency growth and development with new ideas and initiatives● Champion the Bubble values and behaviours - display them in your everyday work, encouraging them in others, identifying opportunities for the whole team to display them more, and recognising and rewarding these behaviours in others● Business KPIs: responsible for ensuring the accounts teams are meeting the KPIs for the company set by the CEO and MD● Be an active participant in company welfare initiatives, fostering a culture of engagement in your team and across Bubble as a whole. Share ideas for any welfare activities you think would
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	<p>benefit the team and drive the delivery of these. Be mindful of your team's wellbeing and flag any concerns</p> <ul style="list-style-type: none"> ● Keep a close eye on your team's general wellbeing and flag any concerns to our Talent Manager ● Keep your knowledge and skills relating to the key tools and technology Bubble uses up to date to ensure operational efficiency. Share any top tips and knowledge with the wider team ● Input accurately into Bubble's time management system, Harvest, on a weekly basis, and ensure your team have done so
Reporting to	Managing 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 based on experience ● 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 8-weeks during the summer months ● Enhanced maternity and paternity package ● Company pension ● Private healthcare ● Annual bucket list scheme ● Training and development programme
Proposed start date	ASAP
Our recruitment process	<p><i>Once a CV has been accepted the candidate will go through the following process:</i></p> <ul style="list-style-type: none"> ● Stage 1 – Initial video interview with our Talent Manager. Please allow 30 minutes ● Stage 2 – Completion of tasks ● Stage 3 – In-person interview with Managing Director and Talent Manager. Please allow 1 hour ● Stage 4 - Final in-person interview/presentation with CEO, Managing Director and Talent Manager. Please allow 1-hour
Candidate specifics	<p>Our new Bubble must:</p> <ul style="list-style-type: none"> ● Have experience of being an Account Director at an agency for a minimum of 18-months to 1-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

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	<ul style="list-style-type: none">● 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● 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 proficient and 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.com

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