



PR, MARKETING & EVENTS

Account Manager 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 24-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.

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

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



Job title	Account Manager
Role Overview	Account Managers at Bubble are the backbone of the account team, ensuring all their accounts are run efficiently and effectively. They mastermind media sell-ins and drive and support their team to meet, and exceed, coverage targets and maintain a healthy pipeline of opportunities. They are expected to network and maintain a healthy pool of lucrative media relationships that they call upon to secure stand-out coverage. They are super responsive to, and understanding of, client requests; they ensure all deadlines are met and all written content is created to a high standard and is error-free, and make certain that account reporting and admin run like clockwork.
Job Responsibilities	<p><u>Account Responsibilities</u></p> <p>Campaign planning and delivery:</p> <ul style="list-style-type: none">● Accountable for developing campaign plans against client KPIs and ensuring that these are agreed for each client. Responsible for delivering on these plans, making sure that all client's expectations are met and exceeded, and all deadlines met● Responsible for flagging any gaps or a lack of coverage / results to the Account Director and devising a way to obtain them for the client in order to meet monthly KPIs – working in sync with the AE/JAE to achieve them● Reporting: responsible for ensuring client trackers are updated on a daily basis and monthly client reports are produced to a high quality and on time● Proactive media planning: responsible for planning how your team will meet monthly media targets and accountable for delivering on them● Coverage monitoring: oversee the collation of coverage and inform your clients of coverage wins to show results as they happen● Writing: lead on all writing and proof-reading tasks - writing content or managing the delegation to a Bubble writer, critiquing, and ensuring the accuracy of work before delivering to the client● Speaking opportunities: assessing and pitching opportunities to clients regularly to meet KPIs● Awards opportunities: regularly taking opportunities to clients, handling drafts and submitting on client's behalf to meet KPIs● Be an active contributor to team brainstorms. Ensure new ideas are developed and presented to clients to keep accounts fresh● Ensure consistency of service across all clients and exceptional outcomes

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	<ul style="list-style-type: none">● 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● Bring excellent time management to your work, be able to think on your feet, juggle multiple tasks and prioritise client work <p>Client relationships:</p> <ul style="list-style-type: none">● Account Managers are the main point of contact for all their clients, taking a proactive lead on all client communications, including being the first port for responding to client email communications and requests; leading client update calls and face-to-face meetings● Responsible for providing well thought-out advice and recommendations to clients on the best approach for media opportunities and communications-related or industry questions● Accountable for handling and solving any issues that arise relating to client requirements, drawing on expertise from the Account Director and requesting input from the JAEs/AEs● Responsible for recognising when things are going off track, raising this with the account team, devising a way to overcome this situation and avoid client losses or decreases in retainer revenues● Get to know your clients inside and out by building a solid rapport; ensure they feel comfortable having you as their main contact <p>Media relationships:</p> <ul style="list-style-type: none">● Mainstream media and influencer relations: achieve big-ticket tier one coverage for clients through building and maintaining high-level media contacts; devise creative and targeted pitches and work with Account Director on a plan to target them with client news, stories and feature ideas, resulting in coverage for clients● Proactive sector media relations: work hard to produce creative pitches, think of ways to sell-in to the media and secure solid and appropriate coverage for all clients● Press relationships: establish and build relationships with tier-one press for all your clients in the sectors they play in. Suggest new ways to engage and communicate with them to ensure close relationships are built and maintained● Press lists: regularly review and assess press lists to ensure clients' target areas are being met● News hijacking: proactively monitor the current news landscape and provide clients with news hijacking opportunities and successfully sell-in comment responses● News distribution: oversee the distribution of content to the client's target media and work with AE/JAE to assess if outlets are covering client news. If not, work together to establish why this is
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	<ul style="list-style-type: none">● Analysts: support the development of clients' and Bubble's profile with analyst houses; research and share ideas of how Bubble and its clients can work with them with Account Director <p>Growing accounts and new business:</p> <ul style="list-style-type: none">● Upselling to existing clients: adopt a commercial mindset at all times to ensure clients are aware of all our services and how we can meet any additional needs they may have● New business pitches: Support new business pitches by contributing high-level campaign ideas and research to proposals; attend pitches online or in person and present to the prospect● New business preparation: research prospects before pitches and share ideas to be included on the call with the Account Director <p>Managing your account team(s):</p> <ul style="list-style-type: none">● Take charge of managing Account Executives, Junior Account Executives, graduates, and interns under your charge. Monitor their workload and time, share clear deadlines for tasks and ensure they are prioritising correctly● Get to know your team and be a hands-on manager with a positive approach to work and the company. Listen, motivate, and inspire your team to achieve results. Be open to collaboration on work they are unsure of, but push them to self-problem solve for their own growth● Ensure your team know their responsibilities on each account, set clear and explicit KPIs for their work on each client and hold them accountable for the delivery of these● Ensure communication lines are in place, happen regularly, and are appropriate for each member of your team, including any hybrid/remote workers● Capacity planning: accountable for managing the time and output of your JAEs/AEs to ensure your clients are being serviced adequately. Work with the Account Director to monitor and adjust service levels accordingly <p><u>Company Responsibilities</u></p> <ul style="list-style-type: none">● Tradeshows, events and awards: provide support for local and international tradeshows, lead your clients' presence at each tradeshow; plan and book press meetings in advance, ensure the news schedule is met and show previews are fulfilled. Attend local events and award ceremonies for networking opportunities● Organise brainstorm and ideas creation sessions for existing clients, new/potential clients as well as Bubble internally – and be an active participant in these sessions● Encourage company engagement - lead by example in being a champion of the Bubble values and behaviours - TEAMWORK,
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	<p>AMBITION, CONSIDERATION and TRANSPARENCY. Display these values in your everyday work, encourage them in others, identify opportunities to display them more, and recognise and reward these behaviours in others</p> <ul style="list-style-type: none"> ● 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. Start to create 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 ● Contribute regularly to Bubble Agency’s social media and online presence. Share any best practices and top tips with the team ● Ensure you have your own professional development plan (PDP) in place and be accountable for delivering on your development actions ● Interact with the other JAMs / Account Managers to share knowledge and best practices, work together to problem-solve any current issues and provide recommendations to your line managers and avoid passing issues on, generating a positive environment to share suggestions ● Business KPIs: play your part in achieving the company KPIs set by the CEO and MD. Proactively work with the Account Directors to ensure these are being met, bringing suggestions and ways to achieve them as a team ● Be an active participant in company welfare initiatives, fostering a culture of engagement. Share ideas for any welfare activities you think would benefit the team and drive the delivery of these. Be mindful of your team’s wellbeing and flag any concerns ● 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 ● Take on any ad-hoc administration duties and volunteer to help out
<p>Reporting to</p>	<p>Account Director</p>

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<p>Salary band / benefits at this level</p>	<p>The Account Manager will be offered a fantastic package including:</p> <ul style="list-style-type: none"> ● Competitive 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 8-weeks during the summer months ● Enhanced maternity and paternity package ● Company pension ● Private healthcare ● Annual bucket list scheme ● Training and development programme
<p>Proposed start date</p>	<p>ASAP</p>
<p>Our recruitment process</p>	<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 Account 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
<p>Candidate specifics</p>	<p>Our new Bubble must:</p> <ul style="list-style-type: none"> ● Have 2-4 years PR experience ● A proven track record of successfully implemented PR campaigns for a range of clients ● 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 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 with tight deadlines ● Be experienced in new business pitching (research, proposal planning and delivery) ● Driven, ambitious and willing to contribute to the business ● Be willing and able to work a tradeshow – we love them in our industries ● Be prepared to travel, including overseas

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	<ul style="list-style-type: none">● Be proficient and active on social media● Have good positive energy with a proactive, can-do attitude● Solid good written and verbal communication skills <p>Proficient with the following key tools:</p> <ul style="list-style-type: none">● Design: Canva● Social Media: Hootsuite, Facebook, LinkedIn, Instagram, Twitter, Threads, YouTube, TikTok● Microsoft Office including Outlook, Excel, Word and PowerPoint● Google Drive
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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