

# WeAreFearless.

## Digital Account Director

Top Olympic sponsor

Contract / Permanent role: START ASAP

£55-60k DOE

### Context

WeAreFearless is a new challenger engagement agency growing rapidly and winning a bunch of exciting Sports and Entertainment clients so we're on the look-out for more fearless thinkers and doers to join the team.

We inspire people to act through passionate partnerships, experiences and stories. Our proposition is Boldness with Backup and we believe that humans don't act if they don't care. We've been working with neuroscientists to take a more human-centric and scientific approach to engagement. New tools, new models of engagement, bold new ideas.

There's more info at [www.WeAreFearless.com](http://www.WeAreFearless.com)

### The Role

We are looking for an exceptionally talented, ambitious and entrepreneurial Digital Account Director capable of collaborating on the development of digital creative, social and content strategy whilst overseeing the execution of the digital components of a cutting-edge European Olympic Sponsorship and content campaign.

The successful candidate will be a strong digital all-rounder. Both a strategic thinker and a bold doer with an eye for great digital creative and content and passion for a finely tuned project plan. Having worked 6+ years in digital creative, boutique, content or social agency roles you'll instinctively know when it's time to sit back and plan, as well as know when to roll your sleeves up and get stuck in.

As Digital Account Director, you will report in to the Head of Digital and working alongside Group Account Director (who overall leads the project) to help define the clients' Olympic digital strategies and social activations, produce and distribute compelling content and lead a team to engage a range of diverse online communities.

In your role, you'll be directing the day-to-day digital client relationship, managing issues with a calm authority and utilising your extensive experience to support and lead the broader digital team to deliver the best possible digital creative output and service to the clients.

You will also understand the significance of accurate financial management. You will be responsible for the client's digital budgets and maintaining strong financial records to track against estimates and manage agency profitability.

Ideally, you will be passionate about sports & entertainment content and how technology can help us and our clients create experiences and deliver content to consumers in ever more inventive and engaging ways.

This role does manage and mentor junior team members across Europe (and interacts with clients across these markets) so an affinity and ability for working with people from various backgrounds and cultures is a must. This is an exciting and incredibly diverse role which suits an ambitious digital specialist looking for a challenge.

From website design to content creation, to live digital experiences, to innovative apps, to social

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media, to short form film production, to content distribution, to digital partnerships and influencer engagement. No day will be the same.

Your broad range of digital skills, will absolutely be put to the test but your entrepreneurial attitude and creative flair, combined with a strong project management background, will allow you to collaborate well within the talented WeAreFearless team.

If this sounds like you please read on.

## Desired skills & experience

### Digital Experience

The successful candidate will ideally demonstrate recent expertise in the following areas;

- Content distribution strategy
- Website & app design
- Website & app build & hosting
- Website content creation & CMS usage
- Social media strategy and creative and content creation
- Digital partnerships
- Digital reporting & insight (website analytics and social measurement)
- Development of influencer partnerships
- Experience working with media agencies and producing media formats
- Digital team management
- Comfortable with Basecamp / Jira
- Digital media creative development

### Strategy & Planning

- This is a client-facing role leading the development and implementation of our clients' digital strategy and digital activation plans.
- You will understand brand strategy and have a proven track record of digital campaigns that hero'd the brand and product truth
- You will have experience working with 3<sup>rd</sup> party digital and social agencies and feel confident offering recommendations and insights to optimise ways of working and maximise quality of creative outputs.
- You will be equally confident producing a detailed project plan to keep the entire team on task and on time.

### Communications & Content

- Oversee the development and implementation of social content to engage a broad mix of social channels, websites and consumer engagement programmes
- Ideally have experience working on the Olympics (or another big rights holder; UEFA, FIFA) having been exposed to the rigorous ways of working and approval requirements of the governing bodies (ie IOC). A candidate who can demonstrate how they managed such factors to produce quality campaign execution on time and with client/stakeholder approval will be viewed very positively
- Lead a team of local market Senior Account Executives (5) based across Europe, who are responsible for;
  - Content and creative for social channels

- Local social activation and strategy
- Local content creation (online and video)
- Live digital event experiences.
- Share a view on the latest approach to seeding and content distribution to ensure the agency stays ahead of industry developments and client campaigns benefit.

## **Moderation & reporting**

- Experience working with social listening tools, building the strategy for clients and determining insights to help digital planning moving forward.
- Work with media, social and internal digital team members to build reports, analyse results and develop actionable insights. Present results to clients and work with campaign partner agencies to develop optimisation plans.

## **Technologies**

- Maintains close relationships with partner agencies and industry bodies > incorporates trends and developments into recommendations and digital planning
- Provides thought leadership to clients on latest developments

## **Who are you?**

- Passionate and entrepreneurial with a keen interest and understanding of world class digital marketing
- Experienced in working on complex digital delivery within world class sporting events or sponsorships
- A bold and original thinker who loves doing things differently
- A strong producer and project manager
- Collaborative team player with an ability to develop relationships at all levels and motivate the team to stay on track
- A strong fit with the agency's fearless values and beliefs of: Authentic, Bold, Collaborative and Rigorous
- Energetic for success and to drive things forward every day, often on their own initiative
- Trustworthy, reliable, confident and mature when dealing with clients, people and issues
- Stimulating to work with and willing to challenge in a collaborative way
- Organised, efficient and able to adhere to deadlines

## **Skills**

- Proven experience in a pure digital and/or social media role
- Curiosity for digital best practise and award winning work
- Keen interest and knowledge of sports and entertainment
- Comfortable dealing with clients at all levels
- Strong understanding of digital tools, technologies, platforms and stakeholders
- Fluency or compable knowledge in one of our local market languages would be hugely advantageous (French, Spanish, Italian, German or Polish)
- Flexible approach to working hours is required (including weekends, bank holidays and unsociable hours if required)
- Excellent communication, verbal and written

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## Benefits

WeAreFearless is an equal opportunities employer.

**Title: Digital Account Director**

**Salary: £55-60k p.a. DOE**

Discretionary bonus based on personal and business performance.

22 days holiday, plus Bank Hols and 3 additional days off between Christmas and New Year.  
Accrued holiday for tenure up to 30 days pa. Buy/sell back holiday days scheme.

Birthday day off

Flexible working policies including 10am – 4pm core hours with 8am – 7pm flexi-time, lieu days, some working from home.

Personal career training opportunities along with access to Fearless company-wide training programme, external thought leadership events and other developmental courses. Smarter engagement powered by Neuroscience and an understanding of people's passions is our core differentiator so we will invest in new training modules and external events to ensure we live this authentically.

Staff Fearless Fund to push yourself out of your comfort zone, with activities chosen by individual staff members (agreed by management).

Minimum 1-2 agency conferences / trips away (UK and/or international) to build a genuine sense of fearless culture and team bonding. In the past this has included white water rafting as part of a 2-day offsite team build, staying in a nice hotel, fancy dress etc.

Individual Perkbox subscription

3 months unpaid sabbatical after 5 years continuous service with guaranteed job at end

Company pension to be introduced in 2017 (per Government guidelines)

## Apply

Are you fearless enough? Please send your CV, salary expectations & short story of why you're right for us & this role to [mike@wearefearless.com](mailto:mike@wearefearless.com)