

**Digital and PR Senior Account Executive:  
Top Olympic Sponsor client - GERMANY**

Job Description: MARCH

Context
<p>WeAreFearless is a new challenger engagement agency growing rapidly and winning a bunch of exciting Sports and Entertainment clients so we're looking to hire more fearless thinkers and doers to join the team.</p> <p>Our proposition is boldness with backup and we specialize in brand partnerships, experiences and storytelling. We believe that humans don't act if they don't care. And no caring, means no sharing so we wanted to create a new type of agency that solves problems differently.</p> <p>We've been working with neuroscientists to take a more human centric and scientific approach to engagement. New tools, new models of engagement, fresh new ideas. There's more info here <a href="http://www.WeAreFearless.com">www.WeAreFearless.com</a></p>
The Role
<p><b>Digital and PR Senior Account Executive: Top Olympic Sponsor client</b></p> <p>WeAreFearless is looking for a German speaking, Digital and PR Senior Account Executive to fill a position based in Berlin.</p> <p>The role, whilst focussed on social media and content, has extended responsibilities in digital event activation and PR, and sits within a Pan European team working with our client through to Tokyo 2020.</p> <p>The ideal candidate is a native or fluent German speaker with strong business level English. Someone with 2 – 3 years agency or client-side experience having previously worked in a digital, social, content, creative or editorial position with client facing, account and project management responsibilities.</p> <p>This is a unique opportunity to take ownership of all digital content creation, digital campaign planning, digital implementation, digital event activation and PR management in the German market and play an important role in our Pan European Olympic campaign.</p> <p>Working alongside the German Senior Account manager you will collaborate with other agency partners, the client and the central We Are Fearless team to deliver outstanding results.</p> <p>We're looking for ambitious and motivated candidates who are hungry to make their mark, willing to take ownership of a multitude of exciting campaign activities and throw themselves into this entrepreneurial role.</p> <p>With a strong understanding of social media, social creative and content, community management, websites, web apps, website content management systems, media relations, as well as advanced writing proficiency and a passion for creating great online content, the Senior Account Executive is a critically important placement.</p> <p>The successful candidate will be based in Berlin but will report to the central WeAreFearless Digital and PR Directors based in London.</p>
Summary of desired skills
<ul style="list-style-type: none"> <li>• German native speaker or comparable</li> <li>• English to business level proficiency</li> <li>• Strong copy writing skills for predominately digital distribution</li> <li>• Social media copy &amp; image selection &amp; creation, short form online articles</li> <li>• Advanced translation skills - from local market to English and the reverse.</li> <li>• Good understanding of social media &amp; content strategy - What type of content is most appropriate in each channel?</li> <li>• Experience updating website content and working with site CMS systems</li> </ul>

- Experience using Photoshop to edit images and apply branding requirements required for social & online use.
- Experience creating / capturing content (video and static imagery) at live events (FB live)
- Project management skills, experience managing external suppliers and working with clients.
- Strong communication skills
- Creative (Video) production experience working with videographers and photographers to capture content at events.
- Client account management experience.
- Experience working with Media in the German market.
- Experience preparing press releases and developing ideas for generating media coverage

#### Personal attributes

- Passionate and entrepreneurial with a keen interest and understanding of world class digital marketing
- A real proactive problem solver
- Interested in sports, the Olympics and working on a Pan European campaign.
- Creative and original thinker
- Collaborative team player with an ability to develop relationships at all levels
- Energetic for success and to drive things forward every day, often on their own initiative
- Trustworthy, reliable, confident and mature in dealings with clients, people and issues
- Organised, efficient and able to adhere to deadlines

#### Position details and role benefits

- Fixed term contract until the 31<sup>st</sup> December 2018.
- It's likely the contract will be extended for 2019. (Subject to client approval of budget for 2019)
- Berlin based office working within a small team and day to day with the Senior Account Manager
- Salary range: €30k - €37k

#### Other Benefits:

- 22 days' holiday per year
- Extra day off for your Birthday
- Office closed over the Christmas and New Year
- €500 annual training budget
- €250 Fearless Fund
- Several trips to UK for training, client workshops/ meetings and agency social activities (3-4 per year)

#### Applying for this position

- All applications must be in English please.
- Please ensure your CV is written in English and contains your contact information.
- Please submit your CV and short covering email to [mike@wearefearless.com](mailto:mike@wearefearless.com)