

**Digital & Social Senior Account Executive / Manager - LONDON****Full-time, permanent****Start ASAP****£30k**

<b>Context</b>
<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>
<b>The Role</b>
<p>WeAreFearless is looking for a Digital Senior Account Executive or Digital Account Manager with experience and a passion for social media, online content creation, writing, website content management and digital creative production to join our pan European team.</p> <p>This is a unique opportunity to take ownership of all UK market digital, content, website and social media planning and digital implementation and play an important role in a Pan European Olympic campaign. Working alongside a Senior Account manager and reporting into the Head of Digital you will collaborate with other agency partners, the client and the central We Are Fearless team to deliver outstanding digital results.</p> <p>You will become the eyes, ears and a very safe pair of hands and will be relied upon by the central WeAreFearless team to take the lead on all things digital whilst also assisting with the delivery of many different aspects of the campaign strategy to surpass client expectations.</p> <p>With a strong understanding of social media, community management, websites, web-apps and website content management systems, as well as advanced writing proficiency and a passion for creating great online content, this position is a critically important placement and will report into the central WeAreFearless Directors based in London.</p> <p>The ideal candidate will have 3+ years agency or client side experience working in a digital, social, content, creative or editorial position with client facing, account and project management responsibilities.</p> <p>The ideal candidate should consider themselves a digital native and feel comfortable with most digital platforms. They should have experience developing social strategy and implementing social content calendars for brands. It would also be very beneficial if the candidate had experience working, managing and updating website CMS platforms, were comfortable writing editorial style content and had worked with 3<sup>rd</sup> party video production companies in their previous roles.</p> <p>Finally, the candidate should demonstrate a passion for sports and entertainment content and the role brands can play in creating and distributing it. They should love the Olympic games and what they stand for and understand who the leading online influencers in their marketplace. We are looking for applicants who consider English their mother tongue as the priority and knowledge of Spanish, Italian, French or German languages would also be an advantage.</p>

<b>Summary of key skills</b>
<ul style="list-style-type: none"> <li>• Social media strategy, content creation, implementation, community management &amp; reporting</li> <li>• Strong copy writing skills for predominately digital distribution               <ul style="list-style-type: none"> <li>○ Social media copy &amp; image selection &amp; creation</li> <li>○ Short form website articles</li> </ul> </li> <li>• Experience updating website content and working with site CMS systems</li> <li>• Experience using Photoshop to edit images and apply branding requirements required for social &amp; online use.</li> <li>• Experience creating / capturing content (video and static imagery) at live events (FB live)</li> <li>• Creative (Video) production experience working with 3<sup>rd</sup> party videographers and photographers to capture content at events.</li> <li>• Project management skills, experience managing both clients and external suppliers</li> <li>• Strong communication skills</li> <li>• Experience working with databases, creating &amp; distributing newsletters and tracking results</li> </ul>
<b>Specific Responsibilities</b>
<p><b>Account Management</b></p> <ul style="list-style-type: none"> <li>• Join via WebEx weekly agency status meetings</li> <li>• Schedule weekly call with clients and prepare &amp; share meeting agenda in advance.</li> <li>• Prepare call reports and circulate in a timely manner ensuring responsibilities are clear.</li> <li>• Work closely with the SAM to carefully align the digital communications with the rest of the market activity</li> <li>• Prepare monthly digital reporting (website, influencer &amp; social)</li> <li>• Manage all local supplier invoices and process with WAF following agency procedures.</li> <li>• Complete timesheets on a weekly basis and supply with invoices for approval and processing.</li> </ul>
<p><b>Social:</b></p> <ul style="list-style-type: none"> <li>• Construct content calendar across FB / IG / TW incorporating;               <ul style="list-style-type: none"> <li>○ Campaign, ambassador, event, competition &amp; relevant local topical content.</li> <li>○ Detail objectives, target audiences and paid components and work with external agency partners to ensure delivery</li> </ul> </li> <li>• Prepare copy for posting appropriate for each channel</li> <li>• Develop accompanying creative ideas (visual) to support posts &amp; prepare brief for creative team. Sometimes you will be required to update or create image assets yourself.</li> <li>• Assist with editing captured images for social, following client guidelines and seeking creative approval from WAF.</li> <li>• Detail social media paid amplification requirements</li> <li>• Liaise with client &amp; local social agency to communicate social, content &amp; paid requirements and ensure posting timelines are briefed and executed accurately.</li> </ul>
<p><b>Website:</b></p> <ul style="list-style-type: none"> <li>• Working with SITECORE website CMS, manage ongoing website updates across new campaign website.</li> <li>• Create and manage local campaign content and integrate into the site.               <ul style="list-style-type: none"> <li>○ Write campaign, ambassador, event and competition articles in a timely manner.</li> </ul> </li> <li>• Manage local competitions as requested by the client updating the site and working with the client and creative teams on creative requirements.</li> </ul>

**Events:**

- Attend local market events and;
  - Manage necessary content creators to capture creative assets required to fulfil content calendar. (videographer / photographer)
  - Capture live digital & social content requirements (eg. FB Live) to meet social media requirements outlined in the content calendar.
  - Work with local social agency and client to seek approval on locally produced content and share assets & content calendar with social agency for posting
  - Develop briefs for content creators to ensure final outputs meet creative and production quality requirements
  - Liaise with PR Director and local PR agencies to assist with PR requirements around events.
  - Work with SAM to implement live digital photo booth at events.

**Influencer engagement:**

- Source and engage relevant influencers with strong online communities to share campaign or event content and raise awareness & engagement
- Generate proposal for influencers outreach & present to local client for approval
- Manage influencer outputs incorporating Influencer posts into brand social as appropriate.

**PR & Media partners:**

- Work with PR director and local PR agency to investigate PR opportunities supplying necessary assets and press releases to media as requested

**Paid Media:**

- Liaise with media agency as required to share local market updates and ensure they have the necessary information to implement the media plans supporting the campaign.
- Track social posts and ensure Media are promoting content as required.

**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**

Title: Digital Senior Account Executive (or Account Manager)

Salary: £30k

Centrally located office working alongside the local market Senior Account Manager reporting to the Head of Digital.

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 month unpaid Sabbatical after 5 years continuous service with guaranteed job at end

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

**Applying for this position**

Please submit your CV and short covering email to [hello@wearefearless.com](mailto:hello@wearefearless.com) with 'Senior Account Executive – UK' in the email subject line.