

WeAreFearless.

Boldness with Backup

Senior Account Executive

Full time, based in Covent Garden

Starting immediately.

Salary £25k

The role:

WeAreFearless are on the hunt for an enthusiastic Senior Account Executive with a keen interest in experiential marketing. This is a fantastic opportunity for a driven Senior Account Executive to join a small yet vibrant team in an award winning agency in our office in London.

The Senior Account Executive will be a key team player within the agency – energetic and confident, ready and willing to learn and be adaptable to the task at hand. We are looking for someone who wants to push boundaries in all they do. They must be highly organised and have great written and verbal communication skills.

The successful applicant will have a focus on Experiential but will also work closely with our Digital, PR, Content and Creative and Strategy teams to deliver exceptional integrated campaigns for our clients. If you're looking to make a difference to the company and be at the forefront of award winning campaigns, this is the job for you.

About us:

WeAreFearless are a new challenger engagement agency whose purpose is to 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. And no caring, means no sharing. So we wanted to create a new type of agency that solves problems differently. 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. More information at wearefearless.com

Job responsibilities:

We are looking for an enthusiastic Senior Account Executive who is ready to begin their career as a competent and trusted all-rounder. They will primarily work on the agency's experiential projects but will also support the agency across a number of different areas including agency culture and social and office management.

They will be expected to:

- Work closely with the Account Director to create and implement events and brand experiences that bring to life brand campaigns in fresh and engaging ways that ultimately drive awareness, brand health and sales metrics
- Assist in the management of experiential and other key advertising services third party suppliers to ensure that the agency delivers on its project deliverables, using the best talent and experiential tech at the most cost effective price
- Assist in the selection, negotiation and management of Brand Ambassadors, providing them the support they need to effectively deliver campaigns
- Manage client comms to respective teams within the agency. Work with the creative, digital and strategy teams to ensure they have all the materials (briefs/client feedback etc.) to develop innovative brand advertising that engage our end user
- Collaborate with the team and clients to agree the best product/service advertising and marketing strategies, core target audiences and advises on the most appropriate multi channel activation plans
- Monitor and measure advertising campaign success through a range of qualitative and quantitative measures including sales, brand health, digital, footfall & other KPI's
- Proactively share the latest global advertising and activation best practice, trends, insights and innovations in media and digital channels with the team.

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- Assist in budget management across all project deliverables tracking spends to date, invoicing, PO's and cost control
- Support the office manager in the day-to-day running of the agency
- Contribute to the agency's social team ensuring the agency's Fearless values are upheld and that monthly social activities are planned and run for max. staff enjoyment

Person specification:

Culture and attitude are important. Our team is a close-knit, entrepreneurial group of talented, hard working and hard playing individuals. We would love our new Senior Account Executive to be the same.

In addition to the above, you are:

- A keen and bubbly individual who is eager to learn
- A bold and original thinker with a passion for doing things differently
- A multi-tasker with excellent organisational and time management skills
- Strong inter-personal skills
- A confident self-starter who takes genuine pride in their work
- Self-motivated individual and stimulating to work with
- Able to react quickly within a fast-paced environment
- Can remain focused under pressure and work to tight deadlines
- Collaborative team player with an ability to develop relationships at all levels
- A strong fit with the agency collective's fearless values and beliefs – BOLD, AUTHENTIC, COLLABORATIVE, RIGOUR & ENTREPREURIAL
- Trustworthy, reliable, confident and mature in dealings with clients, people and issues
- Additional European language skills would be beneficial but not essential

Skills:

- Minimum 2 years working in experiential/integrated marketing
- Proven track record working on multiple projects at any given time
- Keen interest and knowledge of sports and entertainment
- Comfortable dealing with clients and strong ability to think on your feet
- Understanding of experiential marketing, supplier relationships, key stakeholders etc.
- Flexible approach to working hours (including weekends, bank holidays and unsociable hours if required)
- Excellent communication, verbal and written

Benefits:

- WeAreFearless is an equal opportunities employer.
- 22 days holiday, plus Bank Holidays and 3 additional days off between Christmas and New Year. Accrued holiday for tenure up to 30 days pa. Buy 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
- 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.
- Discretionary bonus based on personal and business performance.
- Individual PerkBox subscription
- 3 month unpaid Sabbatical after 5 years continuous service with guaranteed job at end
- Company pension.

To apply:

Are you Fearless enough?

If you think so, please apply to bridget@wearefearless.com with your CV, a short story about how you're Fearless.