

Account Manager PR (£32-35k)

Permanent role

Immediate

Context
<p>WeAreFearless is an integrated creative agency growing rapidly and winning a range of exciting clients and awards. We're looking to hire more fearless thinkers and doers to join our team. Our proposition is boldness with backup and we specialise 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 have created an agency that solves problems differently.</p> <p>We've been working with neuroscientists to take a more human centric and scientific approach to engagement. We've even undertaken proprietary research into people's values to work out what really makes them tick. The result: new tools, new models of engagement, fresh new ideas.</p> <p>There's more info here www.WeAreFearless.com</p>
The Role
<p>This unique opportunity is London-based and will allow the successful candidate to build a world-class capability by taking on an important client services role with a focus on talent and influencers. and build a world-class capability.</p> <p>The role will work predominantly on a multinational brand as part of a client team working across partnerships, talent and operations. All candidates must have a strong background in talent and influencer selection and management, as well as experience working in the automotive or motorsport sector. Client services experience preferred.</p> <p>We're looking for ambitious candidates who are hungry to make their mark and throw themselves into this entrepreneurial role. The successful candidate will be experienced in working on multi-property campaigns with a wide cross-section of talent and influencers. They should understand and be interested in the automotive industry and be a highly organised, motivated doer as well as a creative thinker.</p>
Specific Responsibilities
<p>Strategy</p> <ul style="list-style-type: none">• Understand the process of relevant talent / influencer discovery and evaluation.• Advise on how to optimise talent and influencer rights and appearances to drive ROI• Understand channel strategy and how to best use talent through PR / digital / activation channels
<p>Campaigns & Content</p> <ul style="list-style-type: none">• Building compelling presentations and plans• Operational management of over 20 ambassadors, including on a wide variety of events from the sponsorship calendar• Operational management of over 20 influencers (in addition to the 20+ ambassadors), including coordinating influencer campaigns and using them to add value at press days• Work with client to ensure authentic integration of the product (vehicles) in talent activity• Deliver on time and budget

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Stakeholders & Influencers

- Proactively build strong relationships with key external stakeholders (primarily clients and their other agencies) as well as internal colleagues
- Strong track record working with high profile talent
- Preferred background working with or for large multinational brands.

Reporting

- Prioritise and monitor personal and campaign progress against agreed objectives
- Clearly document talent activity in post-event reports and highlight learnings
- Feed regular updates and reporting on talent activity into wider team
- Work with Senior Account Director Insight to monitor and evaluate use of talent, tracking results
- Identify and report on talent and influencer trends to internal teams and advise on potential opportunities or risks
- Report internally and externally on learnings

Person Specification

- Passionate and entrepreneurial with a keen interest and understanding of world class talent and influencer activity
- Understanding of, interest and ideally experience in the automotive and/or motorsport industry
- Clear understanding of and interest in PR/digital communications and big events activation
- A bold and original thinker who loves doing things differently
- A highly organised, self-motivated doer with a strong attention to detail
- Collaborative team player with an ability to develop relationships at all levels
- A strong fit with the agency's fearless values and beliefs
- Energetic for success and to drive things forward every day, often on their own initiative
- Ability to challenge thinking at all levels with diplomacy and insight
- Trustworthy, reliable, confident and mature in dealings with clients, people and issues
- Stimulating and challenging to work with
- Ambitious, always adhering to targets, deadlines and budgets
- Add short-term and long-term value to WeAreFearless and our clients
- Demonstrate commitment to WeAreFearless and your team, providing constructive feedback both vertically and horizontally

Skills

- Minimum 4 years working with talent
- Proven experience as an AM or equivalent
- Experience sourcing, selecting and managing talent
- Curiosity for creative best practice and award-winning work
- Keen interest and knowledge of the automotive industry
- Comfortable dealing with clients at all levels and strong ability to think on your feet
- Exceptional understanding of talent tools and communications channels
- Flexible approach to working hours (including weekends, bank holidays and unsociable hours if required)
- Excellent communication, verbal and written
- Preferred experience working with complex matrix clients

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Benefits
<ul style="list-style-type: none">• 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.• 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• Gym plan.• Company pension.