

ACCOUNT EXECUTIVE

AND THE NEW is a creative digital marketing agency built for brands in the world of sport, entertainment, and gaming. Welcome to the new age!

Since launching only last August, the first few months of 2022 have already proven to be hugely successful for AND THE NEW. We've grown the team of awesome people into double figures, moved into our new Central London offices, were nominated for Best Brand Activation Involving Football at the 2022 Football Business Awards and have landed several new client wins.

Now the time has come for us to find our next Account Executive. On a day-to-day you'll be responsible for running content and social media calendars for clients across sport, assisting the team with ideating and delivering large campaigns, managing the client relationship and ongoing client projects, and coming up with new creative ideas that work across multiple digital channels.

Ready for something new? Then keep reading! 📌

YOU SHOULD APPLY IF:

- You're looking to join a team that will help you build and grow your career in marketing across the sports, entertainment, and gaming industries.
- You're a content creator at heart and love thinking of new ideas and seeing them come to life from always-on social content through to large-scale integrated digital campaigns.
- You currently work, or would love to work, with clients across sports, entertainment, and gaming working across the Premier League, Formula One, sailing, and esports.
- You love to think creatively and dream of working in an environment where your day-to-day can consist of conjuring up creative digital campaigns for new releases, managing social channels for key clients or supporting the wider team with content creation.
- You're looking for a fast-paced environment to learn, grow, and make a big impact.
- You're a social media native ready to manage and write social media posting schedules and love staying on top of the latest trends.

WHAT'S THE LOWDOWN?

We're looking for an up-and-coming Account Executive to join our growing team. You'll be integral to the day-to-day operation of the business, supporting across client accounts focused on sports-focused clients within the agency, with responsibility for the client-agency relationship.

As our new Account Executive, you'll be tasked with managing varying projects, creating content, distributing and executing campaigns and reporting on our impact and success. Working as part of a small team, you'll be given a huge amount of autonomy with the required level of support. You'll be expected to think of, and bring to life, new ideas to help our clients smash their objectives.

We're looking for someone who is highly proactive, hungry to learn, loves all things sport, entertainment, and gaming, and who sees themselves creating award-winning creative digital and social media campaigns,

RESPONSIBILITIES:

- Be a key team member and driving force behind delivering our ongoing projects, workstreams, and campaigns for our clients in the esports and gaming space.
- Ensure all projects are managed and delivered on time and to the highest quality for your client accounts. This may include preparing for content filming days, planning social media campaigns or developing larger integrated digital sales campaigns.
- Keep on top of all client updates, communications, reporting, and status documents.
- Plan and execute daily/weekly/month content schedules that bring our strategies to life for our clients, often managing multiple content calendars across multiple social channels.
- Schedule, write, and distribute social media content built to engage fans and target audiences.
- Support the wider team across brainstorming, researching, managing content plans, scheduling assets, reporting and tagging.
- Analyse and report on performance across all digital channels, using findings to shape future direction of content formats, campaigns, and strategies.
- Create client-ready documents from pitching ideas and responding to briefs to reporting and presenting results.

MUST-HAVES

- Ideally 1+ years' experience working across client management, social media and content, or account management with a passion for sports and sponsorship.
- You are a digital and social native, with strong knowledge of social platform fundamentals, methodologies, and techniques.
- Experience in working on and implementing successful growth and engagement strategies across social media and other digital channels.
- A creative eye - someone who knows what good social media content looks like, who can curate feeds, and who can write copy adopting to different tones of voice.
- You're driven to make a big impact across the industry, and consistently 'wow' your clients, the business, and even yourself!
- Naturally curious and willing to learn.
- Desire to work in a highly-energetic, creative, and fast paced environment. You live and breathe new ideas!
- Comfortable with being accountable for all facets of your work from the results generated to presentation and shaping future improvement.
- Ready to join a growing team in a start-up environment and excited by the prospect of rapid progression and opportunity.

BENEFITS AND SALARY

- Salary range £22,000 - £26,000 (dependant on experience).
- Flexible on-site/remote working set-up (2 days minimum in our new Central London office - the rest is up to you).
- 25 days' paid holiday per year (plus bank holidays and Christmas shutdown. Feliz Navidad!).
- Day off on your birthday.
- Pension scheme.
- 2x tickets to a sports or entertainment event of your choosing per year within an allocated cost boundary (post-probation).
- £500 per year training budget to drive your personal development and continual learning in an area of your choice (post-probation).
- Rapid progression if you're up for the challenge.

Please send your CV with contact details and any other relevant material to ryan@andthenew.agency.