



Job description:

Role: AV Account Director

ABOUT US

We are a growing team of 30 based in Covent Garden, London, managing £60 million in billings from clients such as BVGroup, The Telegraph, Clearpay, Rana Pasta, Numan, and Haier/Hoover.

We are an independent challenger business offering clients media, creative, and strategic services to fuel their business growth with Relative Advantage™.

Relative Advantage™ is our agency proposition and how we do things differently. It's about daring to defy the conventional norms of growth within our clients' categories and finding the clear space to stand out by outsmarting, rather than simply outspending, the competition. It's about punching well above our weight and finding opportunity in unconventional places.

Our transparency enables us to do this. We are fully transparent, making money only from our clients, which means freedom for our teams to plan and buy in the interest of our clients while remaining highly competitive in the market.

We provide our clients with all the benefits of a smaller agency combined with those of a larger agency, thanks to our ownership by the7stars group. As part of the7stars group, we have access to shared services, providing our clients with specialist expertise beyond the size of our agency, including Partnerships, Production, Trading, Ad-tech, Data Analysis, and an IPA effectiveness-accredited team.

OUR VALUES:

No Sacred Cows – Challenge received wisdom. Re-evaluate everything, constantly. Nothing is off the table.

Don't Follow The Herd – We're here to do things differently to the way everyone else does it. Stand out to succeed or risk the danger of being indifferent.

No Bullshit – Always tell the truth, even if it's inconvenient. Don't shy away from complexity (but don't overcomplicate).

ABOUT YOU

You get excited by the solution, have ideas to share and are passionate about the ability to make a real difference to businesses.

You have a background in media and see it as a part of the overall solution.



You're committed to delivering excellent value and service to clients.

WHAT YOU'RE HERE TO DO

Our AV unit sits within the wider activation team. As a team, we're committed to delivering forward-facing, outcomes-based AV campaigns that enable our clients to get the most from their investment.

We are looking for an AV Account Director to drive the AV strategy across our biggest and newest clients, including BetVictor Group, Vinarchy, People's Pension, Numan and Clearpay.

Our entrepreneurial spirit allows you to get out what you put in. We understand the importance of innovation and pride ourselves on doing things differently. Working at Bountiful Cow is fast paced. Your days will be intense and varied, but here's what we'd expect from you:

Your key responsibilities are:

Client Delivery

- Work closely with internal teams to deliver strong and clear AV recommendations, reports and campaign analysis
- Use media planning and buying products, tools and services to deliver best-in-class AV campaigns
- Guide the medium/long-term AV strategy for clients
- Be a trusted expert, comfortable at presenting to experienced clients
- Be in control of Audits/PRIP delivery
- Use negotiation skills to trade on a regular basis
- Manage day-to-day optimization of performance campaigns

Agency

- Help in making us known for Relative Advantage.
- Set the bar for quality – don't let anything you touch leave the building unless it's excellent.
- Embody Relative Advantage and our three values – No Sacred Cows, Don't Follow The Herd and No Bullshit.
- Support and guide junior team members of the team

WHAT YOU NEED TO KNOW

Skills you will need:

- Prior experience in planning TV, VOD, online video, radio and cinema for a variety of clients
- Ability to deliver detailed TV plans, understanding how to plan across different audiences, second lengths and months
- A deep knowledge of the AV landscape, understanding emerging trends and how this impacts AV strategy



- Confident talking to clients about all elements of the modern AV landscape
- Ability to think strategically and look for creative solutions to briefs
- Experience in auditing AV campaigns & managing audit trackers
- Strong numeracy skills, attention to detail and time management
- Experience with TV attribution and reporting, buying & delivering to audited guarantees
- Excellent written & verbal communication skills
- Ability to think beyond the TV and radio "spot"
- Experience building decks in PowerPoint and presenting to clients.
- Personable and able to build relationships with clients, media owners, and internal teams

WHAT DOES IT MEAN TO WORK HERE?

Bountiful Cow is a unique place to work.

It's the best of both worlds.

We have all the genuine autonomy, agility and creativity of a small business coupled with all the benefits of being part of the UK's biggest independent agency group – the transparency and clout in both pricing and innovation with media owners as well as the personal benefits, training, and career development.

OUR BENEFITS

- 27 days holiday (increasing by 1 day with each year of service up to 30 days)
- Discretionary Summer profit share bonus and Christmas bonus
- Private Medical Insurance (Vitality) & medical cashback plan (Medicash)
- Life Assurance & Critical Illness cover
- Choice of 5 gyms
- Employee assistance programme & wellbeing support
- Season ticket loan
- Enhanced family friendly package, including enhanced pay & extended leave, Gousto box once the baby arrives & access to coaching
- Royal London pension (includes 8% employer contribution up to £35k)
- Flexible working with 3 days p/w in our brand new office

HOW TO APPLY

Please submit an up-to-date CV and short covering note highlighting why the role and Bountiful Cow appeals to you to hello@bountifulcow.com