

Job description:

Role: Account Manager (Planning / Client Team)

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're here to help deliver the best work in the industry as a valued member of the Bountiful Cow team.

As an Account Manager on the Client Services team, you will be expected to utilise your previous experience and demonstrate an appetite to get stuck in and contribute to fast-paced day to day client delivery. You will be expected to

demonstrate strong written and verbal communication skills internally and when liaising with clients, media owners and other third parties. You will use your analytical and critical thinking skills to use your initiative, problem solve, and turn around tasks quickly and to a high standard.

As an integral team player, we expect diligence, curiosity, creativity and a commitment to our goals.

WHAT YOU'RE HERE TO DO

Working at Bountiful Cow is fast paced and varied. As an Account Manager you'll be working across Clearpay, Savills, Sazerac (Tequila Rose/Fernet Branca), BVGroup, and our latest new win, an FMCG business. Although day to day work will vary, we'll expect you to carry out some key responsibilities.

Your key responsibilities are:

Building Relationships

- Be a regular contact for clients, building and maintaining strong working relationships and ensuring they are kept up to date with all activity on the account
- Obtain briefs from clients & work across Bountiful Cow teams to create client responses, ensuring best practice, consistency and quality is delivered across all plans
- Present media recommendations & plans to clients
- Coordinate media channel plans and monitor campaign set-up, delivery and performance
- Keep media owners and clients informed of the latest developments and updates
- Work to establish strong relationships and effective communication with our media owners, to deliver the best value for our clients
- Act as a key point of contact between third parties and the internal team

Team

- Contribute to wider agency business activities and initiatives
- Provide support to the wider team e.g. on new business pitches
- Collaborate with cross-functional teams to support the agency's growth and success
- Contribute to team collaboration, playing an active role in group discussions and idea sharing
- Strive to understand and embody Bountiful Cow's brand, vision and values
- Use your initiative to proactively reach out to the wider team to pursue learning opportunities

Delivery

- Coordinate and collate central account management documents such as finance trackers for the whole team to use and be the main client contact on any account queries
- Use industry planning tools to create audiences and support campaign recommendations with expected reach and frequency (e.g. Telmar, TGI)

- Timely manage Activation's media plans and ensure they are accurate, formatted and provides all necessary client information
- Plan and trade Print media campaigns supported by wider team and 7stars Group trading team
- Brief and coordinate with our OOH partner – Kinetic/Talon, to deliver accurate and effective OOH plans
- Prepare weekly client reports that highlight campaign performance, insights, and recommendations
- Deliver competitive reporting and campaign analysis with the support of an account executive
- Keep up to date with industry developments and identify new and exciting opportunities for clients
- Ensure administration, company protocol and standards are consistently maintained

People

- Foster strong working relationships with all internal departments and cross-functional teams
- Seek opportunities to help out with the wider team and create learning opportunities
- Actively share your knowledge with team executives to support their growth and development
- Delegate tasks, provide support/training to develop your Account executive with support from your Account Director

WHAT YOU NEED TO KNOW

Skills you will need:

- Prior experience in a client facing media role
- A good knowledge and understanding of media and how to plan and buy most channels
- The ability to plan and/or buy press campaigns
- Experience delivering impactful and varied campaigns for challenger clients
- Knowledgeable about clients' businesses and markets, as well as how media strategy contributes to success
- Track record of building and maintaining good relationships with both media owners, clients and internal teams
- Experience building decks in PowerPoint and presenting to clients
- Proficient skills in Excel

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