



Senior Account Manager

Location:

Shoreditch, London

Employer:

We Play Limited

Job Summary

WePlay is an award-winning digital marketing agency specialising in the sport sector. We currently have an opening for an ambitious and entrepreneurial Senior Account Manager to join the team. As the SAM, you will be the account lead for several high priority accounts with the remit of delivering against each Statement of Work and growing your accounts commercially year on year.

Primary Responsibilities

- Act as the account lead across a range of accounts that span across sporting organisations, from clubs to leagues, to sporting events, governing bodies and brands
- Work closely with the Client Services Director in driving new business from each client account
- Lead client communications and build relationships with the key stakeholders of each of your clients
- Pitch fresh and innovative ideas to clients that go beyond the Statement of Work (SOW)
- Support in business development by responding to new briefs and writing estimates for new projects
- Monitor workflow against an agreed budget and ensure all items in the SOW are being delivered
- Craft strategies to support client business objectives - from community management and content creation to media planning and advertising
- Produce and oversee project plans, campaign plans, media and budget plans
- Monitor the performance of digital advertising campaigns - including creative development, copywriting, identifying and defining targeting groups, performance tracking, optimisation and reporting
- Work closely with media buying team - analysing, interpreting and presenting results to the client
- Identify, brief and manage suppliers & freelancers - including campaign set up, efficiency, deliverables, performance and invoicing

You Will Have

- At least 3 years of relevant experience, working in digital across notable brands and campaigns
- A solid understanding of the digital landscape, including social media, search and display advertising
- The ability to strategise marketing activity across paid, earned and owned channels
- The capability to work as an authoritative figure in a busy team, working against tight project deadlines
- Strong organisation, time management and prioritisation skills
- A passion for sport and the industry
- Interpersonal skills to build rapport with clients and internal stakeholders
- Fluent in English with excellent written and verbal communication skills
- A willingness to grow personally and professionally, with ambitious targets

Personal Qualities

- You love to have responsibility and be the master of your own destiny
- You can lead a team and motivate your peers with your positive can-do work attitude
- You are fascinated with the changing world that we live in
- You ask more questions than everyone else
- You come to work wanting to have fun and make a difference in the industry

To apply for this role, please send your CV and a covering letter to hello@weplay.co