



MX Account Executive

About Bicycle:

Founded by four people in June 2021 who believed that a better type of agency wasn't just possible, but needed, from a standing start we are now 35 strong and one of the fastest growing agencies in the world. We already count LiveScore, Carwow, Virgin Bet, OFX, Sarson's, Zenb, ANNA Money, CVH Spirits, Tate & Lyle, Kroo, Royal British Legion, Branston Pickle, Movember, Moju and Estrid amongst our clients.

We won The Drum's Global Startup of the Year Award in 2022, and were shortlisted for Campaign's Startup of the Year Award. Training and development is core to the growth of the agency, and we are already IPA CPD Gold accredited, and were highly commended for The Drum's Best Places To Work in 2023, and gained our B Corp status in 2023 too.

We now proudly offer a full service media and creative solution to our clients. We're built on the power of 'and'; creative AND media, brand AND performance, art AND science, data AND creativity, man AND machine.

Our headquarters are in Clerkenwell, London and we have fully global capabilities in-house. We're home to intelligent people who want to create incredible work on interesting brands. We are 100% independent, with no external investment whatsoever.

Our mission:

To leave the industry better than we found it. To create famous and impactful work that you want to tell your mum about. To make a living and have fun doing it.

Our values:

Drive.

Drive is what propels us towards our business goals.

People with drive move things forward.

They help us reach our targets and explore new possibilities.

Nobody comes here to sit still.

We encourage all staff to ask 'where next?'

And everyone has their turn at the front of the peloton.

Drive gets us up the biggest hills and helps us overcome our biggest business challenges.

And allows us to enjoy the ride on the other side.

Pushing through the pedals is hard work but the view at the top is wonderful.

Balance

Balance keeps us safe and upright and fixed on our targets.

With balance we move forward quickly and safely.

Without balance we crash.

Cultural balance. We attract people from all walks and encourage diversity in all aspects of our work. This balance is crucial to keeping our work and our outlook fresh, relevant and exciting to us and our clients.

Work life balance. We never work so hard we hit the wall. We are at our brilliant best when we are happy and rested and have the space to do our thing.

When we work with balance it's hard to knock us off course.

Freedom

Drive and balance mean nothing without freedom.

We have clear business goals but there's more than one road to success.

Everyone at Bicycle has freedom.

Freedom to challenge management and clients and colleagues.

Freedom to explore new ways of doing things.

Freedom to express themselves through their work.

Whether you stand on your pedals or sit firmly in the saddle, you have the freedom to move your career forward in a way that suits you.

About the role:

This role sits within Bicycle's Account & Planning team, supporting MX Account Managers and Business Directors. This team build relationships with our clients, get under the skin of their brands, coordinate all projects and campaigns, and support creation of media plans for advertisers' communications.

The role will report to an Account Manager. Clients are to be confirmed, but will be 3-4 brands across a mix of advertiser verticals, likely including gambling, food and alcohol.

We need a bright, enthusiastic, proactive, ambitious individual who's keen to build a career in the world of marketing and advertising, and would thrive in an integrated, fast-growth environment where they'd have relatively close contact with Board-level colleagues and senior clients.

Responsible for:

- Schedule, coordinate and attend all client planning, status and reporting meetings, virtually and face to face. Take notes and ensure agreed actions are recorded and followed up. Support the Account Manager with coordination and communication, maintaining organised, accurate documentation of plans, reports, and other resources.
- Research your client's market, competitors and target audience using various industry tools, as well as news and social media. Ensure this data you gather is well organised and up to date.
- Help to design best in class media experiences across traditional paid media and digital channels, together with the activation teams. Maintain a detailed, up to date knowledge of all your client's media plans, and proactively speak to your team to understand the rationale behind them.
- With guidance, organise and attend your training to develop a thorough understanding of media agency operations, account management processes and planning principles, with organisations such as the IPA, Google and Thinkbox, as well as internal inductions. Spend time with key media owners to understand their products, and proactively consume advertising industry news to maintain a knowledge of the evolving landscape.
- Attend and contribute to idea generation sessions, using the industry knowledge you've acquired to date as well as your own observations of societal and cultural trends to assist strategic development and communications design.
- Liaise with the creative/production specialists - you know exactly which creatives have been delivered and when, and flag any potential delays with relevant stakeholders. You collate and share in situ campaign imagery and proof of posting.
- Perform timely and accurate account billing and administration. Proactively manage payment and booking deadlines, and work with the Account Manager and Bicycle's finance team to keep payments and cash flow on track.
- Monitor campaign reporting, regularly speak with all activation specialists and understand optimisations. Develop a detailed knowledge of your campaigns' performance trends and the definitions of and relationship between KPIs across all traditional and digital channels.
- Enthusiastically input into wider agency projects to continually enhance our profile, productivity and culture. Act as an ambassador for Bicycle.

Essential skills & experience:

- A proven interest in the world of advertising, marketing and media
- Able to confidently build relationships with clients, colleagues and partners - some experience of customer service may be useful
- Good general knowledge - you pay attention to the news and cultural trends
- Good knowledge of either Microsoft or Google Office Suite (Sheets, Excel, PPT etc)
- Analytical, numerate and commercially-minded
- Collaborative and great team player, though also able to think independently and proactively seek solutions
- An excellent multi-tasker, exceptionally well-organised, outstanding attention to detail
- A fast-thinking problem-solver, undeterred by unexpected change
- Exceptional written and verbal communication skills
- Always proactive, inquisitive and positive
- A passion for brands, communications and creativity
- Ideally, some involvement in social and/or advertising campaigns, and understanding of media metrics and principles

Diversity & Representation:

Aside from simply being the right thing to do, we believe that fostering an inclusive culture where all talent can thrive makes our company stronger and helps drive invention in the work we do for our clients. We also believe it enables a greater idea exchange that fuels innovation and best reflects diverse consumer experiences.

Bicycle is an equal opportunity employer and is committed to providing a space where everyone can bring their whole self to work. We actively promote and welcome applications from individuals who identify with groups currently underrepresented in the advertising industry.

Remuneration:

Salary £25,000

Flexible, extensive benefits post probation. These include:

- Cycle to work scheme (of course)
- Two additional days of holiday per year for volunteering
- Additional holiday for every full year as an employee
- Pet-friendly offices
- Annual away day & monthly socials
- Free Audible membership
- Private healthcare, death in service, pension
- Personal development fund to explore your passions and hobbies
- Annual performance-based bonus scheme of up to 8.3% of salary, relative to time at Bicycle