



## Senior Account Executive

### About Bicycle

Bicycle was founded by four people in 2021 because they believed that a better type of agency wasn't just possible, but needed.

We are 100% independent, with no external investment whatsoever and proudly offer a full-service media and creative solution with fully global capabilities. We're built on the power of 'And': creative & media, brand & performance, art & science, data & creativity, man & machine.

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 Start-up of the Year Award in 2022 and were recently shortlisted for Campaign's Start-up of the Year Award.

Development is core to our growth and is evidenced by us being accredited IPA CPD Gold status in 2023 and 2024. We are home to smart people who want to create incredible work on interesting brands.

In 2023, we were awarded B-Corp status and shortlisted for The Drum's Best Places To Work.

In 2024, we were accredited the People First Promise badge by the IPA in recognition of our commitment to our people and their mental wellbeing.

#### **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.

#### **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 Client team, supporting 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 a Senior Account Manager, who in turn reports to a Business Director.

Clients are to be confirmed, but will be 3-4 brands across a mix of advertiser verticals (perhaps including alcohol).

We need a bright, enthusiastic, proactive, ambitious individual who wants to develop their advertising career, and would thrive in an integrated, fast-growth environment where they'd have close contact with Board-level colleagues and senior clients. They should have some media agency experience, ideally from a client/comms planning team.

### **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, Meta 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:**

- 1+ year in a media planning and buying agency, ideally in an account management and/or communications planning role, across both digital and offline channels
- Working knowledge of a media booking system, e.g. Mediaocean (Prisma, Media Explorer, Buyer Workflow)
- Solid understanding of media metrics, formats, environments, channels, why they're used and how they relate to brand and business objectives
- Working knowledge of research tools like TGI, Touchpoints, Nielsen Ad Intel and Google Analytics
- Experience collating media campaign reports and talking clients through them
- Experience running client status meetings
- Able to confidently build relationships with clients, colleagues and partners
- Good general knowledge - you pay attention to the news and cultural trends
- Good knowledge of either Microsoft or Google Office Suite (Sheets, Excel, PPT, Slides 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

### **Remuneration:**

Salary £29,000 - £32,000, dependent on experience

Flexible, extensive benefits post probation. These include:

- Cycle to work scheme (of course)
- Additional day of holiday per year for volunteering
- Additional holiday for every full year as an employee after 2 years
- Dog-friendly offices
- Annual away day & monthly socials
- Free Audible membership
- Private healthcare, death in service, pension
- Generous training budget
- Employee assistance program
- 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

## **Diversity**

### **Culture:**

Culture is our prize possession, and evolved from start-up to scale up, with a team of the best diverse talent in the industry and built on one strategic imperative “to consistently provide our people with the best environment to do the best work of their lives”.

This principle is underpinned by our three organisational values, Drive, Balance and Freedom, which are disseminated throughout to encourage every single employee to bring their true selves to work.

We pursue difference! Evidently, our team comes from all walks of life and giving them that sense of belonging - in a safe working environment - genuinely enables us to collectively deliver the best work we can for our clients.

### **Belonging:**

Our success relies on the diverse perspectives of our workforce, and as such, we encourage candidates from all underrepresented communities to apply to work at Bicycle London, either speculatively or for open vacancies they are suitable for.

We strive for equality by removing any potential discrimination in the way that candidates and our employees are treated, including:

- people with disabilities (visible and non-visible).
- people of different sexual orientations.
- transgendered and transsexual people.
- people of different races.
- people on the grounds of their sex.
- those of faith and of no faith.
- in relation to their age.
- in relation to their social class or medical condition.
- women who are pregnant, or have recently given birth.

Please inform our HR executive if you require support prior to or during your interview and we will endeavour to support you to ensure you have every possible chance of success.