

## JUNIOR ACCOUNT EXECUTIVE

### THE ROLE

You have an enthusiastic approach and good understanding of communications, sport and the sponsorship business. You'll be dynamic and have a flair for creativity, working well as part of a team and under pressure. Your attention to detail will be second to none and you're always striving to meet, or even beat deadlines when taking client service to the next level. You're active in social media and on the front foot when it comes to including social and digital activation within your thinking, you often spot opportunities to engage people with the brand and the innovative work that we do.

You're ambitious for yourself and the industry and you soak up your colleagues' knowledge and experience at every turn.

Helping connect the world's best brands with sport and entertainment fans hungry for fresh, compelling stories told through film, photography, editorial and much more. When push comes to shove, you're at your best - and most energized - when delivering communications as part of a team of positive, passionate and creative people.

### ABOUT YOU

- Be enthusiastic, dynamic and high-energy
- Have a passion for innovation and a flair for creativity and strategic thinking
- Work well in teams and under pressure
- Be passionate about sport and entertainment
- Team player with strong initiative and a self-starter
- Proven ability to meet/beat deadlines in high-pressure environments
- Show strong verbal and written communication skills with excellent presentation skills
- Excellent grammar, writing and proof reading ability
- Strong administrative and organisational skills
- Thinking creatively – coming up with innovative, workable ideas for clients
- Understanding how the media works and what makes a good story
- Staying on the front foot of digital trends and include social & digital activation within your thinking
- Preparation of all documentation/reports/copy, either event management or media activities (strong writing skills are important)

### KEY RESPONSIBILITIES

#### Core role

- Deliver day to day core activation across accounts
- Media engagement: Build connections with the media, be active with media relations to strengthen these relationships (sell ins, meetings, industry events)
- Social & digital integration: Have a good understanding of social & digital, support in the creation and rolling out of content plans and writing copy for social posts



Creativity: Actively take part in the creative process (from showcasing creative work to attending brainstorming sessions)

Project Management: Support with the weekly reporting on your accounts and be proactive with capturing notes and actions and sharing them with the team

Deliver high quality activation without errors and with minimal corrections needed (press releases, social copy, captions, emails)

### **Synergy**

Understand the basics of sponsorship/sports marketing delivery

Activation delivery & Measurement

Effective budget management: raising POs and invoices; day-to-day management of client budgets

Brand Guardian: Stay tuned with your client's brand and competitors, know it inside out and share relevant news

Present Client work in Company Meetings, be involved with internal staff initiatives, own tasks for Communications internal team initiatives & meetings

Participating in the Synergy team values (Be Curious, Back Yourself, Help Each Other, Have Fun, Make us Better)

### **New Biz**

Support new business pitches through research and proactive idea generation

Representing Synergy and our clients in a professional manner at all times, uphold & take ownership of delivering Synergy standard

Build Synergy Profile - proactively writing comms lead Synergy blogs, networking and attending industry events

### **ABOUT US**

Synergy is a sports and entertainment marketing agency which works worldwide from London and New York.

We have over 20 current clients including Under Armour, Beko, BMW, BP, Just Eat, Mitsubishi, SSE and Standard Life Investments.

We are always-on – tapped into sport, music and culture. We have a simple ambition: to create the world's most inspiring, innovative and effective sports and entertainment marketing.

We are built to tell our clients' stories through all the channels that their audiences use and in whatever format that will resonate with them most effectively. From films to photos, animations to editorial, experiential to influencers, our campaigns are designed to prompt action and change behaviour.

We are PR specialists, event producers, community managers, content planners, filmmakers, measurement geeks, strategic thinkers and red-hot project managers, with creativity and collaboration the key things that bind us.



We welcome diverse thinking – it is critical to our creative culture. No one is as creative as all of us. Creativity is the glue that binds us and ideas come from everyone in the business. Every day we ask ourselves, how could this be even better? We have been making and breaking the rules since 1984 and we're still at the cutting edge of innovation and creativity.

Synergy is part of Engine, one of the world's biggest independent communications agencies. Engine employs over 2,500 staff worldwide with hubs in London, Los Angeles, New York and Hong Kong. Within Engine there are 15 businesses providing our clients with best-in-class communications expertise covering everything from PR to CRM. Our unique structure and culture has also meant that we've featured in The Sunday Times Best Company To Work For Top 100 seven years in a row.

We are an inclusive employer which strives to ensure our team all have a work/life balance that supports an individual's personal and professional needs. It is often thought that a Flexible Working request should only focus on part-time working i.e. a reduction of hours, but at Synergy, we encourage our staff to really think about what working pattern would work best for them, their teams and client service delivery, to ensure we have the best working patterns in place for all.

In addition to how you might choose to work, our Flexible Benefits platform enables our team to select those benefits which complement their lifestyle, including Cycle to Work, GymFlex, Buy-Sell of annual leave, Private Medical Insurance, Give as You Earn plus more.

But, it's not only about work/life balance, we are also focused on improving the diversity of our workforce through Engine-wide initiatives of 'Better with Balance 2020' which aspires to have a 50:50 gender split across our senior teams, and our partnerships with 'Creative Equals' and BAME2020. All of these initiatives demonstrate our clear commitment to improve the diversity of our team and we actively encourage our team to get behind them.

## **OUR VALUES**

BE CURIOUS

OPENNESS, VERSATILITY

BACK YOURSELF

AMBITION, COURAGE

HELP EACH OTHER

COLLABORATION, SPECIALISTS

HAVE FUN

A GREAT GAME

MAKE US BETTER

FROM GOOD TO GREAT