



AV Account Executive

About Bicycle:

Bicycle London is one of the newest media agencies in town. Since our inception in 2021, we're extremely proud to have built a team of 36 strong and growing. We have the pleasure of working with 20 clients ranging from heritage brands such as Tate & Lyle and Branston to growing businesses such as Carwow and the Royal British Legion.

From the outset we believed that our industry had become beset with silos and legacy driven behaviour and have purposely evolved the agency to operate across brand and performance media, creative strategy and creative production - all of which are delivered under our core proposition of the 'power of And' linking creative & media, brand & performance.

Now into our fourth year, we are continuing to grow and are proud to have been awarded B-Corp and London Living Wage status and shortlisted for The Drum's Best Places to Work. We have also been accredited with the People First Promise badge and CPD Gold by the IPA.

Culture is our prize possession, and it has evolved from start-up to scale up, with a team of the best diverse talent in the industry. We are 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.

Learning and development are critical to our success, and we believe that this can only be achieved by collaborating in the office at least 3 times a week.

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.

Overall Purpose of the AV Account Executive Role:

This role sits within Activation and our Audio Visual (AV) team, supporting AV Senior Executive and AV Manager. This team is responsible for buying media across the full AV spectrum including TV, Broadcast VOD (BVOD), Audio and Cinema. You will collaborate with the wider Activation team to deliver best in class AV implementation underpinning our MX framework.

The role will report to an AV Account Manager and Head of AV. Here at Bicycle you are not limited to one client, you can expect to get stuck in on a real mix of clients from Livescore, Carwow, Tate & Lyle to Branston Pickle, Belvoir Farms, Estrid and Movember!

We are looking for a proactive, enthusiastic, driven and highly numerate individual to join our strong riding peloton, who has a passion for all things AV and has a strong understanding of its role within the media mix.

This individual will thrive in an independent, integrated, social, fast-growing environment where they'd have vast flexibility and relatively close contact with Board-level colleagues and senior clients.

This is a fantastic opportunity for someone who wants to build a career in media planning and buying agencies all whilst being at the heart of best industry practise.

Core Competencies:

Client Management

You will carefully craft your client(s) TV schedule by booking individual advertising spots in the most relatable programmes for your target audience.

You will need to attend meetings with clients in order to report on campaign buying strategies and provide results.

In time, will be challenged to present PCAs (Post Campaign Analysis) and Weekly Delivery Reports.

Technical Skills

You will be monitoring buying strategies across TV & BVOD by adjusting media schedules in response to external factors in the market which can impact audience viewing.

You'll need good attention to detail as you'll be ensuring that the adverts run accurately so that the desired media message is seen and heard by the right consumers at the right time.

To ensure accurate campaign results, you'll be supporting the planning team in overseeing weekly and/or daily campaign reporting.

You'll be analysing the effectiveness of your campaigns and then using the data to inform future campaigns.

Data is at the heart of our planning – key platforms you will be working with are:

DDS Media Ocean (DS Media, Spot Dashboard, DDS Statistics, DDS Media Explorer, DDS Media Maintenance) Techedge, TGI, Ad Intel etc.

You'll be expected to upskill across digital channels and build out understanding of programmatic buying routes through CTV and Broadcaster VOD investments.

People Management & Leadership

You'll be working with and reporting to the AV Senior Executive and AV Manager on how the campaigns are delivering and proactively seeking ways to improve/adapt the schedule to reach client objectives.

Finance Management

You will work in collaboration with clients to establish budgets and manage campaign finances.

You will be expected to input your time on our timesheet system to ensure revenue is monitored against the work we actually do for our clients.

Agency Development

You'll be undertaking research assignments on industry developments, new opportunities and competitors activity to feed this back to the agency and to our client portfolio.

You'll need to be proactive in suggesting ways to develop this agency – we listen to every voice!

Business Development

You'll be liaising and building strong relationships with clients and media owners.

You'll get the opportunity to practise your buying and negotiation skills through regular and ongoing dialogues with media owners.

Communication Skills

You'll be liaising with agency partners to ensure campaign assets are delivered on time.

We'll expect you to live Bicycle's values, Drive, Balance & Freedom and encourage others to do the same.

Essential skills & experience:

- A demonstrable interest in the world of advertising, marketing, media and creativity.
- A great self-starter attitude who demonstrates enthusiasm for all tasks as well as the desire to understand and learn more.
- Good general knowledge – paying close attention to what is happening in the news around TV and cultural trends i.e. Broadcast TV channels such as ITV, SKY and C4 but also into the wider TV ecosystem services and how these impact our TV campaigns such as ITVX, Netflix, Disney +, Amazon Prime, Apple TV etc.
- Able to confidently communicate and build relationships with clients, colleagues, media owners and partners.
- A good knowledge of Google Sheets and Excel.
- Analytical, numerate and commercially minded.
- Collaborative and great team player, though also able to think independently and proactively seek solutions and come up with new ideas.

- An excellent multi-tasker, exceptionally well-organised, outstanding attention to detail.
- A fast-thinking problem-solver, undeterred by unexpected change or pushbacks.
- Exceptional written and verbal communication skills.
- Always proactive, inquisitive and positive.

Ideal additional skills and attributes:

- Ideally experienced in studying Business/Media/Marketing/Communications to build on foundations of knowledge and put into practise when tackling client briefs.

Diversity:

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 everyone to feel like they belong 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 or hiring team 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.

Remuneration & Benefits:

£25,000

Benefits

- Opt In Private Healthcare.
- Death in service.
- Pension.
- Employee Assistance Programme.
- Discretionary annual performance-based bonus scheme of up to 8.33% of salary.

Time off

- 26 days holiday.
- 3 extra days off between the Christmas period (27th December – 2nd January) however, you're expected to be on standby in the unlikely event that your clients require assistance.
- Annual 2-week overseas working allowance.
- Additional 2 days off for volunteering at our chosen charity XO Bicycles.
- To reward service, after two years' you will accrue one extra day's holiday up to a maximum of 30 days.

Culture

- Monthly Culture Days to learn about and celebrate our cultural differences.
- Monthly socials organised by our Social Committee.
- Dog friendly office.
- Subsidised 5 a side football.

Development

- Healthy training budget to support your personal development.
- Free Audible membership.
- Momentum fund to explore your passions and hobbies.
- Weekly Lunch & Learns.

Other

- Financial incentive for successful new business leads.
- Annual away day.
- Cycle to Work scheme (of course).
- Brompton bikes available for getting to and from meetings around town.
- £1k Introduce a Colleague bonus.
- Access to Mental Health First Aider.