**The Invitation**

**Account Executive – McDonald’s UK Family**

**TEAM: FAMILY (UK)**

**CLIENT: McDONALD’S**

**REPORTING TO: SENIOR ACCOUNT MANAGER**

<https://www.linkedin.com/company/the-marketing-store-europe/jobs/>

**A BIT ABOUT US**

The Marketing Store is a consumer engagement agency that believes in the power of experience to build brands. Experience is any valuable interaction between a brand and consumer, and it’s the currency of 21st century marketing; consumers are placing greater value on it, technology provides brands with greater opportunity to deliver, and it’s the key to unlocking huge growth.

Our core skill is therefore transforming brands, products and services into experiences. To leave lasting impressions and influence future purchasing decisions.

We do this through our expertise in the sharing of experience and the science of experience. Yet none of this can be achieved without our investment in people and culture. We’re committed to breaking down silos to create more efficient and better-connected working processes. That’s why we are a people-first agency, built to serve consumer-first brands.

**WHAT ARE OUR PEOPLE LIKE?**

Our agency is home to creative problem solvers. Those who overcome any obstacle to successfully put consumer-first ideas, products and technologies into market.

People who wear their talent lightly. Willing to be part of a close community that pushes them to be better.

Because our goal is to bring people and brands closer together. Closer insights, closer connections and closer collaboration breed better, more effective work. It’s this dedication to getting closer that drives us to go further.

**WHY WE THINK YOU WILL LOVE THIS ROLE**

This Account Executive role will sit within our McDonald’s UK Family client services team. This team do some incredible work with McDonald’s supporting the development, production and launch of Happy Meal kits for the UK.

Of course we know that McDonald’s is a global icon. A truly amazing brand recognised the world over. However, with increased competition, tough economic times and competitors copying the winning Happy Meal formula, McDonald’s now has to deliver beyond the traditional toy in a box with more exciting, innovative and inspiring activation. We are constantly looking for new ways to make the Happy Meal fun and engagingexperience for kids and their families. We challenge ourselves to think about which licensors we can partner with such as Universal, Hasbro, TY etc. to ensure that the promotions we offer can achieve this.

Finally, we guarantee that you will leave changed. Because we help our people achieve their goals.

So come here to experience. To experiment. To make mistakes. To challenge your own limits.

**WHAT YOU WILL BRING TO THE AGENCY**

A dedicated and ambitious person you will be looking to develop your knowledge and experience within a buzzing and forward thinking marketing agency. We want you to bring a positive and enthusiastic approach to the role, be prepared to challenge and ask questions, stretch the strengths you already have (we call these superpowers), learn new skills and above all be ready to have fun!

You will be a great people person keen to make an impression on colleagues and clients, with a very high level of attention to detail in order to deliver work accurately and within timelines.

As an Account Executive you will be supporting the delivery of exemplary integrated marketing campaigns.

You will work across numerous McDonald’s UK Happy Meal promotions where you will have the opportunity to:

* Deliver market leading integrated promotions from strategic positioning to concept to design to implementation to evaluation
* Work with some of the biggest names in the Kid’s industry including; Universal, Sony, Dreamworks & Hasbro.
* Work on the retail experience for each campaign and the general family experience in McDonald’s restaurants
* Oversee all aspects of these projects including development of new creative.

**ROLES AND RESPONSIBLITIES**

You will be a great people person keen to make an impression on colleagues and clients, with a very high level of attention to detail in order to deliver work accurately and within timelines.

You will support the team in delivering Happy Meals for the UK. You will work into a Senior Account Manager to deliver Happy Meal campaigns which include toy, packaging and merchandising materials.

**General Competencies**

* Manages workflow through each agency department to ensure campaigns are delivered effectively
* Provides support to the inter-agency team across all projects.
* Understands and an advocate of our internal approvals process at all stages, ensuring a high level of accuracy and attention to detail.
* Builds strong relationships with all internal stakeholders, in particular; regular liaison with resource management team.
* Supports the implementation of creative ideas.
* Hunger to learn and develop across all areas.

**Client Partnership**

* Supports the development and delivery of a client facing report of industry trends, innovation, and competitor analysis.
* Collaborates with inter-agency team across multiple campaigns to deliver best-in-class work.
* Proactive client relationship management; building strong relationships with client contacts.
* Supports the delivery of campaigns or projects from concept to design to implementation to evaluation; on time and within budget.
* Manages client's expectations around all areas of projects: timings, budgets, resources, change requests
* Builds strong relationships with all associated suppliers and departments outside of marketing (e.g. printers, legal, new product development, ATL agencies etc),

**Account Management**

* Willing to go the extra mile to ensure effective delivery of projects/campaigns on time and within budget.
* Strong attention to detail.
* Be solution oriented and present solutions options to AM and SAM

**Project Management and Financials**

* Produce cost estimates with agency teams and third parties.
* Take clear ownership of allocated project tasks e.g. attending all pre-production meetings, organising/attending team stand-ups, managing schedules and meetings.
* Input into weekly project status information to AM, SAM, Programme Manager and wider team (including Resource Management) on work progress, bottlenecks or anticipated changes to the planned workflow.
* Support project team in management of budgets: helping to tracking hours spent vs estimated hours and understanding the rationale for over-spend.
* Ensure the consistent recording of project documentation for all work as directed by team lead (e.g. project plans, timelines, meeting minutes and status reports).
* Support profitability of their projects through effective budget management.
* Contribute to all internal, client and third party supplier wash-ups. Adopt any updates to process or working practices for future projects.

**SKILLS AND EXPERIENCE WE WOULD LIKE YOU TO HAVE**

* Agency experience at Account Executive level would be advantageous, but most important is your enthusiasm for marketing and willingness to get involved with all project areas
* Experience of working with a creative department and knowledge of the production process
* Strong IT skills (MS Outlook, Word, PowerPoint, Excel)

**And we’d love you to**

* Have excellent organisational skills and attention to detail
* Have excellent writing skills
* Have great presentation skills (writing and delivering)
* Be able to express ideas with clarity, confidence and logical reasoning
* Possess strong financial acumen
* Be fantastic at project and resource management
* Appreciate great creative work
* Work well under pressure
* Have an understanding of the Informal Eating Out sector, FMCG and retail sectors

**THOSE EXTRA PERKS!**

* ‘Your Hours’ – flexible working for all around a core hours structure
* 22 days’ holiday standard (increases year on year with service)
* An additional three days for the Christmas period
* Your birthday off and £50 cash on us!
* 3% Company pension contribution
* Private Health Cover with AXA PPP
* Dental cover with Denplan
* Annual Discretionary Performance Bonus
* ‘Bike to Work’ scheme
* Life Assurance at four times your annual salary
* Employee Assistance Programme
* Referral bonus for new hires
* Long Service Bonus at 5, 10, 15 years
* Socials and sports teams

**We are The Marketing Store and we would love to meet you!**