



Job Description: Account Executive
Division: BBC Advertising
Reporting to: Account Manager
Location: **Media Centre, London**

BBC Global News LTD

BBC Global News Ltd (GNL), the commercial arm of the BBC, is a fast-growing media and entertainment company. Our mission is to maximise profits on behalf of the BBC by creating, acquiring, developing and exploiting media content and media brands around the world. We are self-funded and return profits to the BBC to be reinvested in programmes and services to help keep the UK licence fee as low as possible.

Our primary purpose is to bring value to the BBC in the form of profits and programme investment. We acquire the commercial rights to great programmes such as Planet Earth, Doctor Who and Top Gear and find ways of earning money from these across different media and markets. We then channel funds back to the BBC to be invested in new programmes and services. In 2011/12, BBC Worldwide generated profits of £155 million on sales of £1085 million and returned £182m to the BBC.

For more detailed performance information please see BBC Worldwide's Annual Review website: www.bbcworldwide.com

OUR VALUES

At BBC GNL our values are at the heart of everything we do; our culture, how we operate and how we work together to achieve our objectives. We are passionate about creating the right culture to work in and employing candidates who can demonstrate they will contribute positively to the organisation. Our values are:

THE POSITION

The Account Executive supports the London Sales team in generating sales revenues for BBC Global News Ltd (GNL) Advertising products and services.

As well as developing business with existing clients, the Account Executive prospects for new business in assigned clients and agencies to identify new sales opportunities and



secure additional revenues. The Account Executive plays a key role in campaign development, coordination and tracking, so accuracy and attention to detail are essential for success in this role.

In this multi-faceted role, the Account Executive:

- Contributes to the achievement of the regional sales revenue target
- Researches information from a variety of sources to identify prospective new business opportunities
- Prepares and delivers proposals, pitches and presentations to progress sales
- Manages and coordinates all aspects of campaign delivery including booking, performance monitoring, optimisation and end of campaign reports
- Develops relationships with key players in assigned accounts and agencies
- Demonstrates patience and cultural sensitivity in all communications with clients and in-country resources
- Provides regular sales updates to the Account Manager and team

Success in this role relies on sound knowledge of the media industry and a thorough understanding of BBC GNL Advertising products and services. Excellent verbal and written communication skills are a must as the Account Executive is often required to respond quickly to queries and requests for information.

Consequently, the Account Executive must be a multi-tasker; able to “think on their feet” to provide the necessary information and resolve issues on their own initiative. This is a role for an outgoing and energetic team player who can also be relied on to operate independently and remain focused under pressure.

MAIN RESPONSIBILITIES AND ACCOUNTABILITIES

1. Business Development & Results

- Support the team in achieving revenue target
- Prospect for new sales opportunities within assigned accounts and agencies
- Develop and submit proposals and pitches for new business within assigned accounts
- In agreement with the Account Managers and team, take responsibility for agreed sales activities within major clients
- Respond to unsolicited sales enquiries from clients and make contact to qualify the opportunity and provide the appropriate information to progress the sale

- Liaise with internal departments and the buyer to book and schedule advertising campaigns
- Work closely with Client Solutions to develop creative, bespoke ideas for client campaigns
- Develop and maintain support materials including presentations and research data for designated advertising categories
- Keep the sales team updated on advertising trade issues e.g. Account wins / losses and staff moves
- Manage any issues or discrepancies in campaign delivery and keep the team and client informed during problem resolution
- Collaborate with the Account Planner on proposals and campaigns and provide information and support
- Attend selected trade shows / industry events
- Conduct market research to keep up to date with new developments and trends in the region

2. Agency / Client Engagement

- Build on relationships with existing agencies and clients to secure introductions to other parts of their business and expand the network of contacts
- Plan and conduct telephone / face to face meetings with client organisations
- Use client conversations to gain business insights and identify potential cross-/ up-sell opportunities
- Attend hospitality events to deepen relationships and increase account knowledge
- Seek feedback from clients to assess their satisfaction and take rapid action to address any concerns

3. Evangelising the BBC

- Demonstrate the BBC values in all dealings with colleagues, clients and agencies
- Create and maximise opportunities to present the BBC Advertising value propositions to clients

4. Developing Professional Capability

- Keep up to date with trends and new developments in the Media industry
- Seek feedback from a variety of sources to improve performance and develop capability
- Continuously evolve personal and professional capability in line with business needs



KNOWLEDGE & EXPERIENCE

Knowledge:

- Media Industry and platforms
- BBC Channels and Ad products
- Research methods and sources
- Vertical sectors e.g. Travel
- Advertising terminology
- Consultative Selling techniques
- Excel & PowerPoint – IT literate
- International business requirements e.g. Visas
- Competition – news and digital

Experience:

- Media industry & media sales
- Previous experience of working in agency / media owner an advantage
- Successful track record of achieving sales results and influencing senior managers to secure sales
- Editorial, multimedia and international experience an advantage

Competencies:

- Managing Time & Priorities
- Communicating
- Understanding Others
- Identifying & Managing Sales Opportunities
- Networking & Developing Relationships
- Learning & Developing



LIVE THE STORY