

## Account Executive

### Do you feel like a change? Just bored in your current marketing or agency role? Or just starting out on your career in marketing?

If so, we might have a position for you.

Lesniak Swann is a specialist B2B marketing and PR agency based in Stoke-on-Trent. With our client roster continuing to grow we have a new and exciting opportunity for an Account Executive to join our growing team.

You will be responsible for ensuring the smooth running of client accounts/projects to a wide range of B2B client accounts within a busy and fast paced agency environment. This is a training position and you will be encouraged to develop your skills and progress through the agency over the course of 1-2 years.

This is a client facing role and as Account Executive you'll work across a variety of accounts, managing advertising campaigns, branding and corporate identity, printed literature, exhibition design and content work.

Our clients include Michelin, JELD-WEN, Norgren, Polypipe Building Services, Cadent, Nuaire, Promat, FSi and many more.

### What we're looking for

We expect that you will have experience in an office environment, ideally within a marketing capacity, and are particularly interested to hear about any B2B experience as the clients you will work on are overwhelmingly B2B.

In particular, we are looking for candidates who have the potential to be strategic, can provide creative solutions to problems, and above all are dependable.

#### Some of your responsibilities will be:

- To manage the relationship with, workflow, profitability of projects and contribute to the growth of Clients that you work on.
- Support the Account Manager/Account Director in obtaining business data and market information from the Client and from the competitive environment to ensure that the Agency is fully immersed in the Clients' business to enable the agency to understand and respond to the Clients' business, communications strategy and objectives.
- Debate the strategic direction of any brief with your Client or within the agency. Understand the wider objectives of the brief and suggest alternative routes that the Client may not have considered.
- Take full responsibility for projects and tasks assigned to you, from managing timings and budgets, through to Client liaison, briefing and invoicing.
- Manage projects in proactive way, positioning the Agency as a key strategic partner, taking an active interest in all aspects of Client business.

#### In return we will provide:

- An annual salary of between £22,000 and £28,000 per annum depending on experience.
- A pension contribution of 5%.
- 25 days holiday plus bank holidays (usually 33 days a year in total).
- Additional time for Christmas closing – usually at least an extra 3 days.
- Flexible working with currently 50% of time spent in the office.
- Bonus scheme based on personal and agency performance.
- Charity work time matched by the firm meaning that if you give up your own time to raise money for our annual chosen charity we'll give you the time back.

Plus a range of training and development opportunities including regular courses (both internal and external) ranging from 1 hr. seminars to degree level qualifications and beyond. We will also encourage you to obtain the CIM Certificate in Professional Marketing if you don't already have it.

#### Interested?

**To make an application please send a covering letter/email/note to [alexs@lesniakswann.com](mailto:alexs@lesniakswann.com) saying what you could bring to Lesniak Swann, together with your CV.** In the covering letter/note please make sure that you say how much you want to earn and let us your know what your favourite oatcake filling is - these things are important.

## How we help our people enjoy the 'work'.

### Freedom & responsibility

We believe in trusting people to do the job they are paid for. We give you the knowledge, understanding and tools you need. We then trust you to make – and be responsible for – your own decisions.

Everyone has input into our internal processes and systems. We expect you to have opinions and we want to hear them. We believe the team should know about the company's performance and go through quarterly updates with all team members.

You'll be encouraged to treat work-time flexibly. And we'll give you the training and guidance to do that effectively. Some of our people work from home most of the time. One even worked from Germany for a while and others, shocking in the modern world really, turn up every week day at 9.00am.

Because we enjoy the work we do, we do it well. And we try our best to ensure we continue to enjoy it. This doesn't mean that every day is 7.5 hours of fun and laughter. Some will be stressful, tiring and long. But others will be fabulous, and most are pretty good.

Wherever you are, we want everyone to feel a sense of responsibility, to share knowledge, to support each other and to help our clients exceed their objectives.



**campaign**  
**BEST PLACES**  
**TO WORK 2021**



### Training and development

We'll support you to do your job the best you possibly can. We want you to constantly develop your skills and extend your potential. Professional development is an annual KPI for all our people, and you'll receive a personal budget to spend on training to develop your skills.

Throughout the year, we also run general training courses open to clients and staff, on skills like proofreading, storytelling and presentation skills. Each month we have a full team lunch to share learnings between teams.

Every year, you'll have a two-stage review. The first stage looks at the past year; the second stage looks at the year ahead. You'll also have monthly one-to-ones with your manager to discuss any decisions or tasks you've struggled with, what work has interested you, what has gone well, and many other things.

We want you to grow and move beyond the role you are in. We want you to know the client and their market. And we want you to understand enough to challenge them.

### Real life and rewards

Our standard holiday allowance is 25 days plus bank holidays. On top of this allowance we close for Christmas and we give you time to attend children's school events or other family occasions. When the firm does well, we want you to do well. So if the agency hits its targets, we automatically pay a bonus to those employees who have hit their target, too.

Our charity work is time matched by the firm meaning that if you give up your own time to raise money for the chosen charity we will give you the time back.

Finally, because we want you to grow old comfortably, we pay 5% into a pension scheme.

**TO HELP ATTRACT  
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OUR INDUSTRY**