



## **Job Description**

**Role:** Senior Account Executive - Virtue  
**Reporting to:** Account Manager - Virtue

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### **Overview:**

VICE is a global youth media company and the industry leader in producing and distributing the best online video content in the world. Launched in 1994 as a punk magazine, VICE now operates out of 36 countries, and has expanded into a multimedia network, including the world's premier source for original online video, [VICE.COM](http://VICE.COM); an international network of digital channels; a television & feature film production studio; a magazine; a record label; and a book-publishing division.

VICE's digital channels include VICE Sports, a sports channel; MUNCHIES, a food channel; VICE News, a dedicated news channel; Noisey, a music discovery channel; The Creators Project, dedicated to the arts and creativity; Motherboard, covering cultural happenings in technology; THUMP, focusing on global dance music and culture; Fightland, a channel dedicated to the culture of MMA and Broadly a female focused channel. VICE acquired British fashion publication i-D in 2012 and re-launched i-D's digital presence at i-D.co, a video-driven fashion site. In 2013, VICE launched a news-magazine series on HBO titled VICE. The Emmy Award-winning series just completed its second season; seasons three and four to air in 2015 and 2016.

VICE also maintains a brand strategy and creative services arm of its business called Virtue. Virtue helps brands develop marketing platforms with an emphasis on digital media, content creation and consumer engagement. Virtue's stable of clients includes a range of consumer brands, ranging from lifestyle to technology to FMCG.

At VICE we work in a relatively flat structure meaning people need to be very self-motivated and able to develop their own role depending on the demands of their account. We encourage working collaboratively across departments and disciplines (Sales, Editorial, Production and Activation) and want people to make the most of the VICE talent pool.

### **Role:**

Virtue is seeking a switched-on and self-starting account executive to join our fast growing London team, to help deliver awesome branded content campaigns.

You will be passionate about marketing, have great creative ideas and have a finger on the pulse of global brand campaigns, with ideally 1-2 years' experience within an agency or creative environment.

Working into the Brand Solutions Manager, you will be responsible for assisting the team to coordinate the delivery of VICE's high-quality brand campaigns across the VICE network. You will focus on a number of key accounts but will be required as and when to assist on accounts throughout the department. Virtue works with some of the most respected brands in the world and attention to detail and high standards in all of your work are an absolute must.

You will be client facing on a daily basis, therefore the ideal candidate will have exceptional people skills and confidence in understanding exactly what the clients need and why. Delivery of the VICE campaigns involve working with departments throughout the company from design to post-production, to events and activation - you will be the link between all of the departments that ensures our clients campaigns are delivered on time and to VICE's standards. You should have a working knowledge of what the various departments in a 360 agency do and able to learn new things fast.

The ideal candidate will not only be industry-savvy but culturally aware and be clued up on what the VICE audience are about, you shouldn't be afraid to suggest creative ideas into the mix and you should also be able to communicate these ideas in a slick presentation. You'll have the opportunity to lead your own pitches with clients and should relish the thrill of winning a deal.

Not easily flustered, you will relish the chance to work with some amazing talent and content, applying your creativity in this high pressure but rewarding environment. This is a unique opportunity to progress your career with the hottest media brand on the planet.

**Duties:**

- Bringing together the teams internally at VICE to ensure a project is delivered by ensuring all departments are clear on a campaign's objectives, the deliverables required and the timings
- Liaising with clients to report on the status of the campaign by maintaining regular contact and keeping on top of status reports
- Assisting the team on pitches by helping to prepare decks and researching new ideas or talent
- Monitoring the effectiveness of campaigns and preparing final campaign reports that show off the results of VICE's work in the campaign
- Assisting with the creation of new strategies for our clients
- Able to be the diplomatic voice between clients and internal VICE teams
- Presenting creative work to clients for approval or modification
- Handling budgets, managing campaign costs and dealing with supplier invoices
- Undertaking administration tasks
- Attending meetings and representing the VICE brand in a smart and confident manner

**Experience/Education:**

- Bachelor of Arts degree is preferred, ideally in Communications, Marketing or Journalism.
- 1-2 years minimum experience within an agency or creative environment.
- Experience in campaign delivery including media activation.
- Experience in formulating campaigns, ideally branded content pieces.
- Strong interpersonal skills and ability to multi-task in a fast-paced environment.
- Knowledge of the VICE brand and its properties is essential.
- Excellent written and verbal communication skills.
- Excellent attention to detail.

**Other:**

- To undertake such other tasks including general administrative duties as may be required from time to time
- To be an ambassador for the business at all times.

To apply please email a brief cover note and CV, with the reference **“Senior Account Executive”** in the subject line to: [ukrecruitment@vice.com](mailto:ukrecruitment@vice.com). Please include your notice period and salary expectations in your application.

We look forward to hearing from you!

*If you do not hear back from us within one month of applying then unfortunately your application has been unsuccessful. Thank you once again for applying and we wish you success in your future career.*