

BEING A VESTED SENIOR ACCOUNT EXECUTIVE

OVERVIEW

Vested is a communications agency focused on the future of finance. Named one of the top 50 Most Powerful PR agencies and one of the fastest-growing agencies globally, Vested is for "creative nerds" - hardworking, fun, charismatic, entrepreneurial individuals who are looking to jump into a fast-paced environment. The firm founded a London-based European HQ in January 2018 and has already been shortlisted for new agency of the year in the UK.

Vested Senior Account Executives (SAEs) are responsible for the day-to-day execution of integrated programmes for financial services clients, working with their senior team to execute programmes and tasks, on-time and to the Vested standard. You're responsible for executing on your responsibilities and tasks, communicating effectively with your seniors and juniors, reviewing and helping to manage the work of the most junior team members, and effectively communicating with the client. You are increasingly involved in programme strategies and providing your own input into the ideas and objectives of client programmes and building stronger personal relationships with your clients.

VESTED LEADERSHIP

ENTREPRENEURSHIP

- Identifies areas of improvement related to client delivery - such as organisational processes, further education on the clients' business, executing higher-quality work
- Participates in new business opportunities either as requested or voluntarily
- Shows proactive contributions (verbal, written) to improving Vested as a business and place to work

FINANCIAL ACUMEN

- Demonstrates a firm understanding of the sectors/businesses in which your clients operate
- Expresses knowledge and interest in financial services in client meetings, phone calls, and within the office environment - in a way that the clients are impressed by your financial knowledge
- Is beginning to carve out areas within financial services where knowledge is increasingly deeper
- Actively reads and asks questions to gain a stronger understanding of the financial sector

INTEGRATION AND CREATIVITY

- Begins to consult the client on integrated marketing and communications methods (paid, owned, earned or shared) - or is able to provide advice in more than one channel
- Is involved in the day-to-day execution of a multi-channel program on behalf of clients
- Proactively seeks out ways in which to upskill their knowledge in multiple channels

ACCOUNT SKILLS AND MANAGEMENT

Demonstrates deep understanding of clients' business and communications goals

- Works with account leaders to ensure understanding of the ultimate objectives of both strategy and tactics
- Is able to confidently articulate with those goals are - and if not, ask questions to better understand them
- Can communicate to the client in a way that demonstrates knowledge of the clients' goals
- Can report on programme progress in a way that shows understanding of the clients' goals - over e-mail, phone or in-person

Maintains deep, successful relationships with key client contacts

- Has developed strong working relationships with members of the client team (even if at more junior levels)
- Has made an impression on the client where the client understands their particular expertise
- Beginning to spend time with client one-on-one
- Client demonstrates trust and belief that they are reliable, responsive, and knowledgeable

Delivers client work that exceeds client's expectations

- Demonstrates ownership over their work and a commitment to delivering excellent outputs on-time
- Shows ownership over the day-to-day execution of programs that receive positive feedback from the client
- Works with most junior members of the team to ensure that their work meets standards - provides training and oversight as needed

Monitors and inputs account time into Freckle (our timesheet management system) on time and on a regular basis

- Inputs time into Freckle on time and weekly

CULTURE

Contributes positively to the Vested environment, acts as a role model for juniors and team members

- Is viewed as a positive contributor to the Vested workplace - is respectful, professional, inspirational, and a demonstrable servant leader
- Mentors junior staff either officially or unofficially
- Works collaboratively alongside all team members

Proactively identifies ways in which the agency's culture can be improved

- Demonstrates attention to how Vested can continuously improve its approach to client programmes, retention/recruitment, and knowledge of financial services
- Has offered suggestions on areas for improvement

Identifies and appeals to individual team member's needs and motives

- Shows servant leadership and mentorship when working with junior team members
- Is able to manage both up and down - demonstrating high-functioning communications and collaboration
- Is able to work with diverse personalities - successfully working with personalities that may be both similar or different to their own
- Is beginning to demonstrate stronger leadership abilities - identifying how to motivate junior team members