



# ROLE: ACCOUNT EXECUTIVE APPRENTICE

## ABOUT TRUE

True is a multi-award-winning B2B creative and media agency with the central philosophy to 'Make it memorable'. We believe that unignorable creativity, delivered through high-attention media, is the best way to achieve large and lasting business outcomes for brands.

True's clients span industries, including Big Four professional services firm KPMG; automotive giant AutoTrader; fintech leader Worldline; business services company Yell; Logitech in consumer electronics, and Acora – a next-generation IT outsourcer.

Based in Soho, True is the London office of BBN International – ranked Number 1 International Marcomms Agency 2022 in the [B2B Marketing Agencies Benchmarking Report](#).

## WE'VE BEEN BREAKING B2B CONVENTIONS FOR 12 YEARS

Conventions are commonly accepted rules or norms... and we have been breaking them since the agency was founded in 2012. One of the primary ways we're different is by having creative and media under one roof – allowing the two disciplines to work together in harmony for better strategic planning, outcomes, measurement and accountability.

When we first opened our doors, we won a Grand Prix for a campaign called '*The Elephant in the Room*'. It broke all the rules for B2B at that time. It aimed for fame instead of sales leads. It entertained instead of educating. And it delivered unprecedented results and success for Micro Focus. This trampolining, trunk-standing elephant has come to represent everything we stand for as an agency. Unconventional thinking that delivers unconventional results for our clients.

But we don't break rules because it's fun (although it is). We don't break rules to upset people (although it might). And we don't break rules just for the hell of it. We break rules because other people don't. We break rules because if you want to stand out from the crowd – if you want to get noticed – you'd be crazy not to.

Our approach is working. We were proud to be named Global B2B Creative Agency twice in the last 4 years by the Association of National Advertisers. And even prouder to recently win two IPA Effectiveness Awards and a WARC Award for Global Effectiveness.

## **OUR CULTURE IS DEFINED BY MARKETING EFFECTIVENESS**

Effective work moves people. It changes behaviour. It changes culture. But most importantly, it drives demonstrable business results. The promise we make to our clients is that we deliver creative & media effectiveness that delivers strong business-level outcomes and drives long-term growth.

Our focus on effectiveness makes us a more strategic partner to our clients and it sets us apart from our competitors. We are still the only B2B agency to ever win an IPA Effectiveness Award and the only B2B agency with an IPA Effectiveness Accreditation.

## **WE'RE LOOKING FOR RATIONAL RADICALS**

Rules won't break themselves. We need many pairs of maverick, unconventional hands. We want people who ask questions. People who don't fit. People who are curious. People who buck trends and are most at home pushing happily against the flow. People who will order something from the menu just because they don't know what it is.

No-one wakes up and says 'today I am going to fill my day with normality and all things ordinary', but all too often that's exactly what happens. We won't settle for that. And if you won't either, you'll be at the right place.

## **WE'RE NOTHING WITHOUT YOU**

Our talented team is what makes us who we are. And we're now looking for an Account Executive to join us as an Apprentice via the IPA approved Advertising & Media apprenticeship programme run by Bauer Academy – starting 12<sup>th</sup> June 2024.

The successful candidate will have a passion for advertising, creative thinking and a desire to learn and grow with an award-winning team. If you have had some insight into marketing as part of your education and want to take your first steps into a career in the advertising industry, this is a great opportunity for you.

Your focus will be to make it happen: to ensure the clients are happy with the agency services and don't get any surprises (other than the good kind); to make sure creative, media and design departments are informed to do the job well and that, externally, our production partners are too. In short, your aim will be to earn the respect of your colleagues, partners and clients by being hard working, intelligent and knowledgeable – supported by your learning in the Apprentice Academy.

## **WHAT YOU'LL LOVE DOING:**

Playing a key role in the development and implementation of integrated campaigns covering brand development and advertising campaign development across TV, OOH, social media, audio, digital and video by:

- Supporting the Account Managers & Account Directors on their clients and projects incl. executional requirements, marketing plans, competitive analysis and reviewing key performance and financial data.
- Acting as reliable support in the management of the client's business, ensuring client expectations are met through listening closely and challenging where needed.
- Constantly building knowledge of the market and your client's business in order to challenge the norm with reasoned arguments and thinking.
- Proactive, timely and consistent client communication.
- Attending client meetings, taking notes, client briefs and making recommendations as required.

## **WHAT'S EXPECTED:**

- A self-starter with energy and ambition
- A confident communicator
- A passion for advertising
- A creative thinker
- Savvy and well organised
- Strong attention to detail
- Great at building relationships
- Proficient in Microsoft Office applications

## **QUALIFICATIONS:**

- GCSE or equivalent English and Mathematics (Grade 4-9) Essential
- A Level or equivalent Three A-levels (Grade (A\*-C)) Essential
- Degree preferred but not essential

## **WHAT YOU'LL GET**

- Clear professional development plan via Bauer Academy, the IPA approved apprenticeship scheme (details see last page). You will spend 80% of your time learning on the job and 20% in structured learning as part of their Advertising & Media Apprenticeship Programme over the 19 months.

- 25 days annual leave + 3 extra days for Christmas
- An extra day off on your birthday
- Hybrid home/office working
- Monthly creative allowance
- Subsidised gym membership
- 'Work from anywhere' for one month every year
- Summer away day
- Private Health insurance
- A new orthopedic mattress... (speak to us to find out more)

## **WANT TO WORK WITH US?**

We're offering a competitive salary and brilliant working benefits. And because we're not in the business of creating advertising the blends in like wallpaper, we don't tend to attract wallflower types. Every team member brings passion to their work that inspires creativity and contributes to our culture.

If this sounds like you, send your CV and short video which tells us a bit about you, why you think this apprenticeship is right for you, and demonstrates your passion for advertising to: [jobs@trueagency.com](mailto:jobs@trueagency.com)

Deadline: 6pm on Monday 6<sup>th</sup> May 2024

[www.trueagency.com](http://www.trueagency.com)

# ADVERTISING AND MEDIA EXECUTIVE

## LEVEL 3

### APPRENTICESHIP STANDARD

This training programme is based on the Advertising and Media Executive, so it's important that you familiarise yourself with it and the knowledge, skills and behaviours that it covers. You can find a copy of the standard [here](#).

### HOW LONG DOES IT TAKE?

Typical training period of  
**16 months**  
followed by an End Point Assessment period of up to  
**3 months**

### SUMMARY

**This programme is ideal for anyone with commercial responsibility for media campaigns and those involved in the day-to-day progress of the advertising process, including receiving the brief, client management, liaising with stakeholders, suppliers and internal departments, through to measuring how effective the campaign or project has been.**

Delegates will develop key skills such as taking effective briefs, understanding client objectives, finding creative solutions and project management. They will gain knowledge of the industry and future trends, helping them to be prepared, innovative and proactive in their approach to campaigns and creative solutions. Learners will complete the 'core' apprenticeship and then move on to specialise in one of two main parts of the advertising process: producing the advertisement (creative), or distributing the advertisement (media).

### WHAT DOES THE CONTENT LOOK LIKE?

- ▶ Effective communication and interpersonal skills
- ▶ Understanding the advertising landscape
- ▶ Market/product/service knowledge
- ▶ End-to-end process and campaign workflow
- ▶ The digital landscape
- ▶ Customer relations, post-campaign analysis and evaluation
- ▶ Technical support, using radio and TV tools and equipment
- ▶ In addition, specialist pathways will cover creative (producing ads) or media (distributing ads)

### WHAT DOES IT INVOLVE?

To provide an immersive and varied experience, the learning journey is made up of various teaching and learning methods including:

- ▶ Practical and interactive workshops (these are typically delivered remotely)
- ▶ Set assignments & independent learning exercises
- ▶ Project work
- ▶ Self Guided Learning including Digital Workbooks
- ▶ Progress reviews with your dedicated Programme Lead
- ▶ Other methods such as flipped workshops, webinars and peer to peer learning, if and when relevant.

### ASSESSMENT & QUALIFICATIONS ACHIEVED

Regular on programme assessment including reports, presentations, project work, research assignments and the development of a portfolio of evidence.

**The End Point Assessment for this programme consists of two components:**

- ▶ Work-based Project
- ▶ Professional Discussion and Practical Observation

On completion of the programme, learners will gain the Level 3 Advertising and Media Executive Apprenticeship Qualification.



MEDIA GROUP

