

Job Description	
Position	Senior Account Manager – Motorsport
Department	Activation
Reporting to	Account Director

## Role overview

At Right Formula, we create extraordinary activations and innovative campaigns with high impact that has helped deliver award winning work, loyal team members and long-term clients.

As we continue to grow, we are looking for a talented and capable Senior Account Manager to oversee the client relationship with this exciting brand on a day-to-day basis, ensuring the partnership runs smoothly, maximize opportunities to achieve objectives. Regular contact with the client is a key part of the job, offering new and forward-thinking ideas is essential. A confident and assured attitude is a necessary as the role will include pitching strategy and ideas to the client.

Based in London, this position will require the successful candidate to travel and will report to an Account Director.

## Objectives

- Manage the development and execution of the strategy as agreed with the client
- Use knowledge and skills to push the account team and Right Formula to deliver outstanding client servicing
- Build a ‘trusted adviser’ status directly with the client, building strong relationships and liaising with them on a day-to-day basis at middle to junior management level
- Ensure retention and growth of the client account

## Key Responsibilities

- Pro-active leadership of the account team that encourages best in class performance, development of the team and ensures all work is delivered to Right Formula’s high standards, delivering a profitable account
- Day-to-day management of client’s sponsorship objectives and liaison with clients at relevant levels
- Innovative and effective utilisation of existing contractual assets through activation strategies and campaigns to support both client and internal objectives
- Generate and maintain accurate reporting, including feedback, financial and status updates to the Account Director / Head of Client Services
- 360-degree event build and management of activations within the agreed budget
- Continue to develop and pitch fresh and innovative ideas to the client that benefits their goals
- Budget management and maintenance across the Formula 1 season
- Frequent international travel with weekend work where required

## **Skills and Experience**

- A minimum of 6 years' experience across high-quality client relationship management
- Knowledge of Formula 1 and wider motorsport would be preferred
- Ability to plan and strategise at a senior level
- A demonstrated understanding of the role sponsorship plays within the marketing mix
- A persuasive and confident approach to developing and delivering sponsorship activation
- A solid background in sports marketing or event management
- Proven track record of building and managing budgets
- Proven track record in through-the-line global activations
- Strong attention to detail and excellent written and oral communication skills
- Ability to lead and inspire a team with the capacity to manage multiple projects
- Enthusiasm, energy and an innovative approach to the role
- The willingness to note relevant trends, learn new skills and develop creative ideas
- Ability to work independently while delivering high quality work on deadline
- Creative & passionate about sponsorship, brand experience, technology showcasing
- Be hungry for the innovative, without forgetting the practical
- Willingness to work flexible work hours, including weekends
- Excellent PowerPoint and Excel skills