



Fever

INFECTIOUS
Curiosity
CONTAGIOUS
Ideas



New Business and Marketing Coordinator

Who are we?

Fever is an award-winning brand and communications agency based in the heart of Soho, London, specialising in consumer lifestyle public relations, influencer relations and social content production. We create socially contagious ideas that build the reputations of some of the most famous brands in the world. Our portfolio includes UK and Global work for PlayStation, Warner Brothers Harry Potter Studio Tour, Sky, Universal, Flower Council of Holland, Sony Mobile, C&G baby club, Dinosaurs in the Wild, NOW TV and Logitech. Take a look at some of our latest work on our [blog](#).

Understanding the consumer and how to influence them on and offline, is at the heart of what we do. The right ideas – the ones that people share – are based on genuine insight, which is why we have created our own bespoke data insight tools. Match that with some of the brightest talent in the industry, a sparkling creative culture, a full video production team and the ability to deliver campaigns through owned, earned and paid channels, and we believe you have the recipe for something special.

And what's more, as part of the Unlimited group we are able to partner with agencies from different marketing disciplines to deliver insight, traditional advertising and brand and technology consultancy.

What's the opportunity?

We need a coordinator / executive to join our new business and marketing function. This is a vital role as it will help the agency to be *first on the pitch list* and to win new clients. The candidate needs to be a real self-starter, have get up and go and will work closely alongside the agency's senior leadership team to identify prospects, both proactive and reactive, and maintain a pipeline of opportunities to support the growth of the business.

Key responsibilities

NEW BUSINESS

Work with the Strategy and Operations senior team to ensure the smooth running of Fever's new business function. This includes;

- Ensure leads are managed and all inbounds are responded to in a timely manner
- Respond to inbound enquiries (asks all the appropriate questions to qualify the lead as efficiently as possible) and identify correct person within the senior leadership team to lead the opportunity
- Work closely with leads to ensure timely and relevant input into responses
- Shows pro-activity around finding new leads and opportunities
- Ensures all credentials are up to date (works closely with the account teams to ensure this process runs smoothly)
- Provide general support / research / co-ordination to pitch teams during pitch process
- Enjoys writing and can quickly turn around RFI questions
- Has experience of pulling together documents
- Ensures wash ups take place and learnings shared with Board and teams
- Actively supports on preparing PP templates / decks

MARKETING

- Supports the team delivering against the PR & marketing plan
- Supports the team to deliver specific initiatives like events, brochures and mailers
- Keep agency's CRM (and data) updated
- Proactive ideas to develop our marketing and grow our pipeline
- Keen to network at events and grow personal network of contacts
- Relationships with key third parties (AAR, PRCA, etc) are proactively managed and nurtured
- Work with agency social & PR teams to ensure co-ordination of messages and content across our own platforms
- Co-ordinates awards and other profile-raising opportunities

COMMUNICATION

- Ensure that the status of new business effectively communicated at all times with senior leadership team
- Best practice shared and communicated

PROCESS, CULTURE & CONTRIBUTION

- Actively promote levels of quality – in our management, communication and responses
- Credentials are drafted and kept fully up to date
- Attend and contribute to agency creative sessions
- Embody the company values and ensure they

Attributes

- Confident, ambitious and proactive
- Huge amount of initiative – this isn't a 'behind the desk' job
- Able to learn quickly, work as part of a team, handle a number of tasks at the same time, and able to prioritise tasks
- Strong multi-tasker
- Ability to effectively manage upwards
- Be able to prioritise and delegate where necessary
- Demonstrate expertise, tenacity and energy for new business

Understanding

- Understanding of consumer PR
- Understanding of brand marketing and new business outreach

Key skills

- Organised with strong administrative skills
- Excellent writer with strong attention to detail
- Deliver excellent desk research around topics, trends or prospects
- Attend new business meetings; internal to Fever and within the group's marketing community
- Understanding and experience of power point and design
- Confident on the phone to qualify leads and communicate to prospects



What's the package?

Our Account Manager/Senior Account Manager salaries are competitive, and is dependent on level and relevance of experience as well as seniority.

We also have a great benefits package, which includes:

Balanced Life

- 22 days' holiday, rising to 27 after five years' service
- On top of that, our office closes between Christmas Eve and the first working day of January
- Birthday Day off – an extra day to be taken on or around your birthday
- Flexible working – the chance to flex your working hours to come in an hour later or leave an hour earlier
- Milestone moments - for those moments, when your best mate is in town, your child is starring in the nativity play or it's your mum's birthday, request a longer lunch hour or to finish or start an hour or two earlier
- Summer 3@3 - during Summer months finish at 3pm on a Thursday or Friday to get away early and enjoy the sunshine
- Season ticket loan

Better Life

- Health Assured Employee Assistant Programme - to help support your mental well-being we have a confidential 24 hour a day helpline.
- Generous pension scheme
- Private health insurance
- Cycle to work scheme
- Sabbatical - once you've achieved five years' continuous service you're entitled to a one month paid sabbatical
- Annual flu jab
- Discounted gym membership


Brilliant Life


- Free NOW TV
- A full social programme throughout the year, including: Friday at Four cocktail, Friday at Five, Fever monthly 'Thirsty Thursdays' drinks, Summer party and Christmas party
- Talent Academy – a formal training programme is in place to help employees develop their career and personal development plans




- As a token of appreciation all permanent employees receive a bottle of bubbly on their work anniversary – enjoy!
- At least once a month you can enjoy a back/neck/shoulder massage from our visiting 'Stress Busters'




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Fever

100%
of employees* ...



- **Would say Fever is a great place to work and would readily recommend it to others**
- **Said Fever treats employees as family with ample fairness and respect**
- **Have a crystal clear understanding of Fever's aims and goals**
- **Said Fever is a friendly place to come every day**
- **Would say Fever offers top notch non-financial benefits (parties, drinks, social events)**
- **Said Fever is an inclusive place to work, nurturing diversity in every sense**

What people enjoy most about working at Fever:

"Working with talented people who care about their work and come together as a team to get a job done"

"The atmosphere and the fact that we work with people who want the best for you"

"Fever has a family atmosphere and it feels like when you work at the company you're embraced as a member of that family"

"Fever is in the minority that treats mental wellbeing with the same importance as physical"

*Data from an independent employee engagement survey

