

## The Role: Account Manager, Halfspace

Halfspace are looking for an ambitious Account Manager with experience and interest in customer-focused data technology solutions and digital marketing to join our growing team.

**Start Date:** As soon as possible

**Job Type:** Full Time

**Remuneration:** Competitive

**Reporting To:** Group Account Director

**Location:** Flexible working, London office encouraged 3 days a week

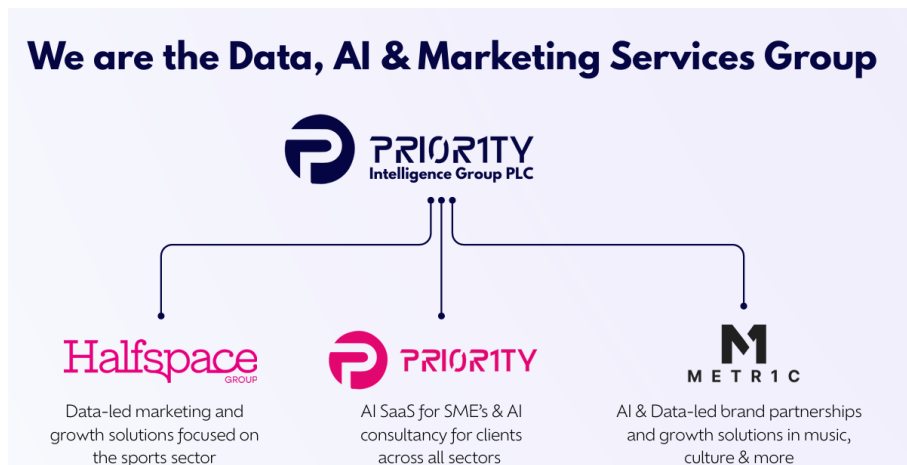
**Applicants contact information:** [jon@halfspace.co.uk](mailto:jon@halfspace.co.uk)

### About Halfspace:

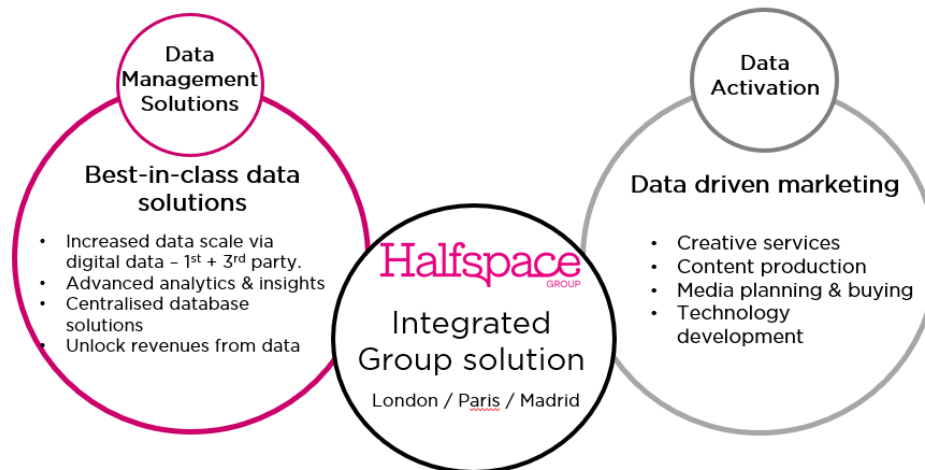
Halfspace is part of PriOr1ty Intelligence Group PLC, an artificial intelligence, data powered Software as a Service (SaaS) business targeting the 5.4m Small and Medium sized Enterprises (SMEs) providing a range of technology products to help them use AI in their everyday operations.

Our mission is to unlock engagement at scale for customer-centric organisations through a suite of tools that are uniquely trained on the client's data.

AI Driven, Human Delivered - we have over 40 years combined experience developing and implementing proprietary technology solutions with a focus on the sports, entertainment and music industries. We believe in a customer-first service where every product is supported by a team of experts on hand to deliver the solution and ensure it yields maximum results for the client.



Halfspace is a data driven integrated Marketing and Technology business for the sports, media, gaming and entertainment industries, based in London. Our USP is the combination of advanced data technology solutions combined with creative and digital marketing services to deliver clients an end-to-end solution. We believe passionately that harnessing detailed insights on fanbases through market leading data technology can fundamentally change the commercial trajectories of our clients.



Using data technology solutions, AI and advanced audience analytics, we scale and enhance 1<sup>st</sup> party data strategies for our clients, uncover deep insights around their audiences and fans using thousands of 3<sup>rd</sup> party data sources and we enable clients to activate their data to drive growth. We work with businesses such as football clubs, rights holders & federations, brands, sports technology platforms, health & fitness apps, and large-scale media publishers to illustrate the breadth of our client base.

Our solutions are specifically designed to scale the data collection capabilities of our clients, and in addition leverage the data insights to drive growth and commercial revenues.

### About the Role:

The role will be to work within the Halfspace client account team to manage the implementation of our data services across the key clients in the business.

The diversity of the client base will provide a broad breadth of experience and application to help an ambitious individual expand their capabilities.

The role is an exciting opportunity for an experienced, ambitious, and passionate digital marketer to grow their experience and responsibility alongside a fast growth business. The candidate will have a proactive approach to client management with some experience in data analytics and digital marketing being an important attribute.

An ability to operate flexibly in a dynamic, fast paced and fun environment is essential. The role will provide a superb foundation for a future career in this industry.

**Key Responsibilities & Objectives: -**

- Take important areas of responsibility in the day-to-day client management deliverables thereby supporting the delivery of first-class client services across the business.
- Be prepared to take the initiative in direct client communications and be comfortable presenting workstreams to clients.
- Working with our partners, developing presentations outlining workflows & performance.
- Liaise closely with the Halfspace agency partners and our Group leads on sales, product, creative services, and paid media services to deliver data informed marketing operations.
- Work with internal teams to diagnose solutions to new clients.
- Work with technology partners to ensure the data technology solutions are being implemented to align with client requirements.
- Develop and manage KPIs with the clients based on specific campaign activities on a project-by-project basis.
- Work with clients to diagnose solutions and internal teams to translate data into strategic insights applicable to the client needs.

**Requirements of the Candidate: -**

- The candidate will have a good understanding of digital marketing and an ability to work on multiple projects across the core service teams of the Halfspace business.
- The role requires a good understanding of marketing and data technology, the digital marketplace, and of how digital media is traded.
- Strong communication skills are a must, as the position requires the ability to work across different disciplines and communicate with different levels of seniority both internally and externally.
- Experience in working with data technology is important but training will be provided.
- Ability to work both autonomously and collaboratively. Able to demonstrate initiative and ownership in managing accounts independently, while also supporting wider team to achieve goals.
- Comfortable operating in a dynamic environment – ability to manage shifting priorities and evolving client needs.
- An interest in media, understanding of consumer and content trends, and having interests in sport and music is certainly an advantage!
- Proficient in Excel and powerpoint.
- Above all we need a highly self-motivated, organised individual who loves to learn, likes being part of a hardworking team, and likes to have fun!

**Background and Experience: -**

- Three plus years' background in digital marketing, media and technology with a client management focus is essential.
- Experience of presenting in formal conditions at a senior level.
- Experience of managing client relationships on a day-to-day basis.
- Experience of the following specific areas:
  - Data Analytics.
  - Technology application in media.
  - Experience in Google Analytics, CRM / CDP / DMP operations is beneficial.
  - Solid understanding digital marketing, channel strategy, media planning, performance marketing.

**Diversity & Inclusion**

Halfspace has an underlying belief that our services should reflect the society in which we live. Be that Age, Disability, Education, Ethnicity, Gender, Gender identity, National Origin, Religion or Sexual Orientation.

Simply, we believe that Inclusion and Diversity makes for a more stimulating and inspiring working environment, where people are treated with respect and can be comfortable being themselves. Embracing these different approaches and thinking helps deliver tangible and positive results for our clients' businesses.

**Benefits**

- 25 days holiday
- Company Bonus Scheme
- Employer Pension Contribution
- Company benefits scheme inclusive of Gym allowance.
- Flexible working/working from home
- Laptop
- Social Events