

# Senior Account Manager - BMW UK.

<b>Type:</b>	<b>Location:</b>	<b>Start date:</b>	<b>Rate:</b>	<b>Apply:</b>
Full-time, permanent	South Oxfordshire	ASAP	DOE	<a href="mailto:careers@itsjuice.com">careers@itsjuice.com</a>

**Reporting to:** Chief Growth Officer

## The Role

As the Senior Account Manager for BMW UK, you'll be leading Product communications and digital content delivery for this key account. Your focus will be on overseeing digital tools, platforms, and content that enable BMW retailers to sell with confidence by highlighting the unique features and innovations in the BMW model range. This role combines client relationship management with a deep understanding of digital platforms, ensuring that our creative solutions align with BMW's product and brand strategies. You will be required to identify and develop new opportunities to grow our remit and expand our services for the client.

## Key Responsibilities

- **Client Management:** Serve as the key point of contact for BMW Group UK, fostering strong relationships with both client stakeholders and their retail network. You will play the lead role in the delivery of client projects, including strategic insight, client liaison and cost-effective delivery
- **Commercial Delivery:** You will be responsible for the financial health of your accounts, proactively identifying and resolving any issues and escalating these to the Chief Growth Officer when appropriate
- **Digital Strategy & Execution:** Oversee the performance and impact of digital platforms and educational tools that help retailers showcase BMW and MINI product substance, enhancing their ability to sell beyond just price.
- **SOC Campaign Management:** Manage the end-to-end process for SOC campaigns, including content creation, film/digital, management of content hubs, and interactive product demonstrations tailored to the needs of BMW Group UK's retailers.
- **Collaboration & Innovation:** Partner with our internal creative and development teams to produce cutting-edge comms and digital solutions that meet client needs and push the boundaries of traditional retail training.
- **Data-Driven Insights:** Use data and analytics to track the effectiveness of digital tools and content, continuously refining strategies to improve retailer engagement and product understanding.
- **Budget & Timeline Management:** Oversee the management of project budgets and timelines, ensuring digital solutions are delivered on schedule and within scope.
- **Problem-Solving:** Address any challenges that arise in project delivery, providing digital solutions and ensuring seamless coordination across teams.
- **Growth Opportunities:** Identify and propose new digital initiatives that align with BMW Group UK's evolving business goals and retail strategies.





## Key Skills & Experience

- **Digital Expertise:** Minimum 5 years of experience in account management with a strong focus on digital platforms, tools, and content creation within a creative or digital agency.
- **Client-Centric Mindset:** Proven success in managing high-profile accounts, and delivering tailored digital solutions that enhance client satisfaction. Experienced in presenting to senior stakeholders and comfortable in pitch scenarios.
- **Strategic Digital Thinking:** Solid understanding of digital tools, e-learning platforms, and how they can be leveraged to educate and empower retailers.
- **Automotive Sector Knowledge:** A passion for the automotive industry, with a particular focus on communicating the substance and innovation behind automotive brands like BMW.
- **Communication & Collaboration:** Excellent communication skills, with a proven ability to collaborate across teams, articulate digital strategies clearly, and manage client expectations effectively.
- **Data & Analytics:** Experience using digital analytics tools to track engagement, report on KPIs, and optimize the performance of digital campaigns.



## Why Join Us?

- Work with a leading global automotive brand, BMW UK, delivering innovative digital tools that transform the retail experience.
- Collaborate with a forward-thinking, creative team focused on pushing the boundaries of digital solutions.
- Competitive salary, flexible working options, and a focus on personal and professional growth.
- Be at the forefront of digital transformation in the automotive sector, creating meaningful impact for retailers and customers alike.
- Flexible working hours – summer hours
- Christmas bonus
- Tesco vouchers
- Training budget
- 25 days holiday plus bank holidays
- Extra holiday after 5 years service
- Free Juice lunch every week
- Free parking
- Free car charging
- Barista coffee
- Home baked sourdough
- Cake on a Friday and many other days
- Beautiful surroundings, walks at lunch time
- Salary sacrifice Tusker car scheme
- Annual personal/business performance bonus (dependant on company performance)
- Cash for contacts scheme

### Hours of Work

- This is a full-time role with a typical workweek of 37.5 hours, Monday to Friday. A hybrid working arrangement could be made available – with a minimum of 3 days in the office.

### Benefits:

- Health insurance for you
- Travel insurance for you and your family
- Better than average pension contribution (salary sacrifice, tax efficient)



## About Juice

We are a creative agency that specializes in digital solutions, helping brands like BMW UK connect with their audiences through innovative content and tools.

Our work spans across Brand, Content and Digital, focusing on crafting experiences that emphasize product substance over price. We create digital tools that educate retailers about the BMW model range, empowering them to communicate the true value and benefits of the cars. We're looking for a Senior Account Manager to drive our partnership with BMW UK and take this work to the next level..

### Diversity, Equity, and Inclusion

At Juice we're proud to be an equal opportunities employer and encourage applications irrespective of age, disability, gender, gender reassignment, marital or civil partnership status, pregnancy or maternity, race including colour, ethnic or national origins and nationality, religion or belief or sexual orientation. So, whoever you are, whatever your background, we want to hear from you.

**·JUICE.**