



The Lab – A Place for Bright Sparks

Role: Account Executive

Location: West Kensington

The Opportunity

Publicis Health is proud to announce that, for the fourth year running, we will be re-opening 'The Lab: A Place for Bright Sparks' in 2017.

We believe that everyone is unique, with their own personality and strengths, much like our UK agencies. In 2017, The Lab will provide up to 5 individuals with the opportunity to work with us over 6 months, across a variety of projects and work streams. During this time, we'll help you to discover the power of health and wellness communications, develop your skills and show you how you can make a real difference to people's lives. At the end of that 6 months, you could be in with a chance to be considered for a full time, permanent role. There will be a lot to learn but this is a brilliant and exciting opportunity to fast-track your career.

The best bit? The Lab application process doesn't focus on formal academic qualifications. We're looking for people with raw talent, with the drive to prove themselves and make a difference. Why? Because we believe that everyone deserves a chance to get into the creative and communications industry. By joining us as part of The Lab, you can impact and change people's lives through the work you'll be doing.

What will you be doing?

This is a unique opportunity to rotate as an Account Executive in three different agencies, Publicis Life Brands (Advertising), Publicis Resolute (PR and medical education) and Real Science (medical education). You will get an opportunity to see what the disciplines look like on the ground and work out what interests you and where you best fit.

Working as an account executive will provide you with the fundamental skillset that will set you up for a glowing career within the health and wellness industry – you will work across advertising, PR and medical education which will give you unique cross-discipline insights and experience. You'll be working closely with the wider account management team helping grow the account, provide financial updates and research / analyse new industry trends. In this role you'll own the logistics, administration and day-to-day account work associated with some of our biggest clients. You'll be responsible for budget updates, invoices and status reports, while learning all you can from the account managers, account directors and group account directors in the team. We'll expect you to



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communicate effectively at all levels, be professional, friendly and eager to learn as many new skills as you can. You should be able to compose persuasive, credible written communication both internally and externally and you should demonstrate creativity, insight and confidence at all times.

Throughout the application process, we'll be evaluating your skills, interests and suitability for our agencies to make sure we place you in a role that's suited to you and that will allow you to contribute to our growing business.

Essential Skills:

- You should have a thirst for knowledge – we are looking for highly innovative individuals hungry to learn and who want to take as much as they can from this opportunity.
- You'll need good written and verbal communication skills and be able to show us you work well in a team.
- You should have strong attention to detail and impeccable interpersonal and listening skills.
- You should be able to commit to a minimum 6 month contract within our business commencing at the end of October 2017 and be eager to pursue a full time, permanent role.
- You should have strong A-levels/AS levels and hold Maths and English GCSE above a grade C.

Day-to-day responsibilities:

- Build and maintain harmonious client relationships and manage client expectations to foster effectiveness/productivity.
- Assists with the management and logistics of a range of projects, across advertising, PR and medical education.
- Assesses and analyses industry audits and quantitative research.
- Plan and conduct desk and field market research
- Develop an understanding of marketing strategies and tactics that will be appropriate and effective for your clients' needs
- Contribute to communication strategies / key issues identification (e.g. SWOT analyses and brand platform briefs.)
- Evaluate creative output against clients brief and agency standards.
- Assists with budgets and begins to own the process and assists in creating tactical plan for fee development
- Keep an accurate record of time spent on client work
- Maintain accurate files and reports.
- Attends client meetings/ conventions/ market research and provides timely follow-up as necessary (e.g. contact reports.)

What will we be looking for?



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These are core traits or behaviours we look for in our candidates and potential new employees.

- **Planning** – this behaviour looks to explore how you would approach a large project and manage time scales and expectations from all those involved.
- **Customer Focus** – we're keen to see if you understand the value and importance of meeting your customers' needs on an internal and external level.
- **Collaboration**- we're interested to see how you interact with others to produce the best work we can as part of our network.
- **Drive for Results**- we're looking for someone who has a track record of producing work on time and delighting customers with the finished product.
- **Innovation**- we'll be looking to see if you can imagine and generate unique and exciting ideas by thinking collaboratively and drawing inspiration from a number of resources.

Who are we?

Publicis Health is the largest healthcare communications network in the world. We are a division of Publicis Groupe S.A., the third largest advertising and media company, giving us unparalleled global reach.

Our global network spans advertising, medical education and public relations, sales/marketing, digital, market access and medical/scientific affairs. Our 6,000 people manage 12 agency brands through 70 offices located in 10 countries.

Mission: Changing lives, together.

Our Ambition: By 2020, to be the power behind the world's most influential health brands.

Publicis Health is an equal opportunities employer – if you require any reasonable adjustments to complete your application or attend an interview, please contact a member of the People Team on 020 7173 4000.

Please note location subject to change if we think your strengths are more suited to a role in a different location. This will be discussed with you, should you be offered a place on The Lab.



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