BrandsDirect are a well-established but expanding advertising agency looking for trainee account managers to work with our exciting portfolio of clients.

Whilst no previous experience is required, we are looking for graduates who have a passion for this business. You must be able to build relationships, manage multiple projects and make the right decisions in what is a stimulating but pressured environment.

If you think you have what it takes, convince us with answers to the following questions.....

Q1) Why do you want to work as an account manager for our advertising agency? (200 words)

Candidate A
Your organisation is an award-winning leader in its field, employing 3,000 people globally. It has an international reputation and is also one of the most respected agencies in the UK. It is important for me to work for a successful organisation and I would welcome all the different opportunities available to me. I would also like to work abroad at some point and so the global nature of your organisation appeals to me. Finally, I'd like to work for the organisation because the role matches my skills, particularly my communication and teamwork skills. I am a creative person and I am also interested in developing new skills, and believe that your graduate account management scheme would help me to achieve my goals. (120 words)

Candidate B
I have researched BrandDirect’s client-base and am extremely excited by the thought of working for prestigious brands such as Continental and L’Oreal. Having spent an internship period with L’Oreal, I have been following your recent campaign for the L’Oreal Paris brand with a great deal of interest. I am particularly attracted to the ‘creative hot-house’ reputation of the agency as described in Campaign Magazine’s agency profile of 27 April.

My skills are a good match for the position of account manager. I have recently been involved with the innovative re-branding strategy of the student union through a diverse range of media channels including online and outdoor, which will help me to assume responsibility for high-profile campaigns from an early stage. After examining your website and attending your UCL Skills4Work presentation in September, I understand the value of good organisational skills in order to successfully manage client campaigns. My organisational skills greatly improved during my time at L’Oreal, where I reported into three demanding brand managers and worked to extremely tight production schedules.

I’ve also been impressed by the honesty and enthusiasm of recently recruited trainees of the organisation I met at this year’s UCL Careers ‘Jobs market’ event especially Maurice Edwards who spoke very highly of the creative culture at BrandsDirect. (200 words)
Describe how you have achieved a goal through influencing the actions or opinions of others in a team. (150 words)

**Candidate A**
At my internship at LHS Marketing in July 2013, I was asked if I could assist in the development of the new website. I was asked for my opinion as a “fresh pair of eyes” and then joined the team of 8 who were developing the site. After doing a considerable amount of research of competitive sites, I had a number of ideas including incorporating a pop-up menu of up-and-coming events. Some of the team were sceptical of this idea due to the user backlash against pop-up advertising. The general feeling was that pop-ups were no longer effective and could actually alienate visitors. This was discussed in several meetings, and I was convinced that this would be an effective strategy. I showed them some design ideas and eventually they agreed to give it a try in the events sections. I then designed the pop-up to promote various events and some of them have been used. (150 words).

**Candidate B**
When I worked at LHS Marketing in July 2013, I was asked to develop a new website along with the rest of the team. Other team members were sceptical about the use of ‘pop-up’ advertising, but I convinced them that it was the right approach and proceeded to implement my plans. This involved a considerable amount of organisation and teamwork on my part. Initially, I drew up a project timetable which ensured that I had clear deadlines to work to, and that I updated others about my work. I discussed my progress with my manager throughout the task and made sure that she was aware of my progress. Due to a number changes in the brief, I had to adapt my ideas and find creative solutions to meet the deadline often requiring working long hours. My communication skills were greatly enhanced as a result of this experience. The result was positive and due to my work pop-ups are now a permanent addition to the website. (150 words).

**Candidate C**
At LHS Marketing in July 2013, I assisted in the development of the new website. I took it upon myself to conduct an audit of similar sites and presented my findings to the development team, recommending the use of ‘pop-ups’ to advertise forthcoming events.

Mindful of industry scepticism regarding their use, I used the initial project briefing as an opportunity to find out exactly what others’ objections might be. Based on this, I decided to answer those objections in detail, researched available data on the area, prepared visual design ideas and presented my case. Despite the team’s initial concerns, I persuaded them to allocate funds for an initial trial period, after which we would review the success of the pilot programme. This compromise seemed to work.

The resulting click-through rates were encouraging and the pop-ups are now a permanent addition to the website promoting attendance at our events by 10% (149 words).