

# New opportunities at Zapmap

Role Title: Media Account Executive

Reporting to: Head of CPO Networks

Location: Bristol/Hybrid

## The Company

Zapmap is the UK's leading app and digital platform for electric vehicle (EV) drivers, enabling them to search for charge points, plan journeys, pay for charging and share insights with other drivers. Our mission is to make the EV charging experience simple, **wherever you go** and, by doing so, accelerate the transition to electric vehicles and zero-carbon mobility.

Zapmap's platform serves more than 350k monthly active users across its web and mobile products. We also provide research and insight, news and tools to support current (and prospective) EV drivers.

With over 10 years of industry experience and unique data sets, Zapmap offers a range of B2B services including promotion, content, data and market insights.

## The Role

The Media Account Executive will play a vital role in the day-to-day operations of Zapmap's media business. You will act as the link between clients and internal teams, ensuring campaigns are executed seamlessly. Your organisational skills, attention to detail, and ability to manage multiple projects will be key to supporting media sales and product development efforts.

## Key Duties and Responsibilities

- **Campaign Management**
  - Coordinate the setup, execution, and monitoring of advertising campaigns across Zapmap's platforms (website, app, newsletter).
  - Manage day-to-day client communication, ensuring expectations are met and any issues are resolved promptly.
  - Generate and share campaign performance reports, highlighting key insights and opportunities for optimisation.
  - Manage Zapmap branded external digital marketing campaigns to promote the consumer Zapmap app
- **Client Support**
  - Assist in preparing proposals, presentations, and media plans for prospective and existing clients.
  - Ensure timely delivery of all campaign materials and maintain high levels of client satisfaction.
  - Liaise with clients to address inquiries, gather feedback, and foster strong relationships.
- **Administrative Support**
  - Maintain accurate records of contracts, campaign details, and invoicing.

- Update and manage CRM systems (e.g., HubSpot) to track client interactions and campaign progress.
- Support the Media Business Development Lead in preparing reports and insights for internal stakeholders.
- **Team Collaboration**
  - Work closely with the product, marketing, and data teams to ensure campaigns align with platform capabilities and client goals.
  - Provide insights from campaign performance to contribute to media product development.

### Key Skills and Experience

- Degree or equivalent qualifications
- 2 years' experience in a digital media, advertising account management role.
- Strong organisational skills with the ability to manage multiple tasks and deadlines effectively.
- Excellent communication and interpersonal skills to work effectively with clients and internal teams.
- Analytical mindset with a basic understanding of digital marketing and advertising metrics (e.g., impressions, CTR, conversions).
- Proficiency in Excel, PowerPoint, and CRM tools (e.g., HubSpot).
- Enthusiasm for the EV sector and sustainability is a plus.
- Detail-oriented with a proactive approach to problem-solving.

### Our offer

The EV market is growing at an extraordinary pace. Working at Zapmap means working in a dynamic and innovative organisation, where new ideas and developments need to be actioned and deployed quickly, with each day bringing new challenges. As one of the leading aggregator businesses in this space, you'll have the chance to actively contribute to a more sustainable future.

We believe that finding a candidate with the right attitude and aptitude for the role is more important than the hours worked or specific prior experience. So please get in contact if you feel that you would excel in this role, even if you don't tick every box on this job description or aren't able to work in a full time capacity.

In addition to a competitive salary your package includes:

- Salary range £26,000 - £30,000, depending on skills and experience
- Performance-related annual bonus scheme.
- Pension & Benefits scheme.
- Access to salary sacrifice EV scheme.
- Flexible working options available.
- Professional training and mentoring to extend your skills.

Direct applications only please to [jobs@zap-map.com](mailto:jobs@zap-map.com) No CVs will be acknowledged or accepted from recruiters.