**Junior PR Account Manager OR PR Account Manager**

In your role, you will be a highly motivated, self-starter with two/ three years experience of successfully running and managing campaigns in an agency setting. You will be involved in the strategic account management and campaign creation of multiple clients, team/personnel management, media relations, writing and reviewing press/ corporate material, and daily client liaison.

The role will include working closely with company Directors as well as other employees and freelancers employed by the Consultancy. You must have a good understanding of how your role adds value to the business and contributes to key business objectives through our B2B PR campaigns.

You are expected to conduct yourself with a high level of professionalism at all times, setting a good example to your co-workers and clients. You will be responsible for developing junior employees therefore must have the ability to provide constructive feedback and ensure your team remains motivated.

You must be willing to go the extra distance to ensure that measurable results are achieved. You will be responsible for positive account performance, and therefore must be able to have the confidence to accept responsibility and expertise to create and manage successful client campaigns.

**Essential Key Skills Required:**

* Degree or Masters in Public Relations, Communications, Journalism or related field.
* Two/ three years PR experience in an agency and/or B2B Technology PR.
* Proven ability to generate media coverage, especially in higher tier B2B and National media.
* Impeccable English grammar and punctuation and overall copywriting skills.
* Active in social networking, especially on Twitter and LinkedIn, and a good understanding of the value social media brings to B2B PR.
* A clear understanding of Google Analytics, its role within B2B PR measurement and the ability to research and present data from GA for client reporting.
* Professional outlook – think and conduct yourself like a senior PR professional and be a role model to junior staff.
* Experience of working across multiple clients and juggling demanding workloads.
* Team working and communication abilities are essential, with strong interpersonal skills.
* Highly motivated and able to work under own initiative.
* Good understanding of the role of SEO for website content, how SEO impacts a website and how B2B PR can be used for SEO.

**Responsibilities:**

* Understanding client contracts and the financial impact each account assigned to you has on the business.
* Ability to research/ demonstrate a full understanding of your client’s industry and ensure that your team tracks news alerts relating to your client and their key competitors.
* Responsibility for PR plans, goal setting and managing the client relationship.
* Regular contact with target media to generate press coverage opportunities and to develop positive on-going relationships with key journalists in trades, verticals and nationals.
* Writing, editing and proofing a variety of copy, from press releases, media alerts, blog posts, commentary, market reports, e-books, etc.
* Understanding of client and internal reporting methods to the point of being able to train and coach new members of the team as to how the data is collected.
* Managing relationships with external writers to receive verbal briefs from clients, prepare written briefs, coach and advise, then proof and approve copy prior to submitting it to the client.

**Client Engagement**

* Primary contact with clients acting as a trusted advisor on PR and business related activities.
* Build a good relationship with all key contacts in the client organisation.
* Attend any client organised event to provide advice and support where necessary
* Ensure that all client communication from within the team is professional and that you are aware of all communication.

**Digital and Social Media**

* Ensure any internal and external social media guidelines are being adhered to.
* Must be willing to have an active involvement in blogging and social networks on behalf of the business whilst encouraging other junior team members to do the same*.*

**New Business Development**

* Oversee preparation and presentation planning of pitching for new business.
* Take a role in pitching for new business explaining the PR proposition and the benefits it can bring to a prospect’s business.
* Develop an understanding of how the consultancy attracts new business and the current prospects it is dealing with.
* Work with the Directors and senior management to develop and maintain an archive of new business resource materials (e.g. pitch documents, case studies, tenders, research documents, sample creative work).

**People and Leadership**

* Working with, and reporting to, the Directors learning more about the position and its additional responsibilities.
* Responsible for understanding the individual team responsibilities and what motivates junior members of the team.
* Be a trusted and approachable team member whom other members of the organisation can turn to if they have a problem.
* Identify individual strengths and weaknesses of employees and work with management to implement appropriate training and support.
* Take a proactive approach to ensure that processes and company guidelines are adhered to at all times. If any process can be improved, demonstrate the initiative to present new ideas to the Directors.
* If employees are found to be in breach of, or ignoring key processes/ company values then must have the strength of character to manage this according to the company disciplinary procedures

**Salary & Benefits**

* £28,000 - £34,000 per annum, depending upon experience.
* Laptop, mobile phone and all the tech you need to do your job.
* Access to private healthcare and discount schemes.
* Generous holiday scheme, plus your birthday off
* Flexible/ Hybrid working.
* Membership to CIPR.
* Regular training with CIPR contributing to CPD.
* Pension contributions.
* Christmas & New Year shutdown
* Regular company events and team socials from fine dining and cocktail evenings to days out exploring different European cities.

**Location**

A hybrid/ remote position – but **must** be within easy travelling distance of London or Manchester. Requirement to work from the office for a minimum of three days a week and two days from home until the three-month probation period is successfully completed. Further flexibility of your working week can be discussed with the Directors once the probationary period is completed.

**ENDS**