

## ACCOUNT EXECUTIVE

### Establishing a career in PR

#### Position in company structure

Account Executives work across CCgroup's portfolio of clients and are allocated specific accounts to work on according to their expertise, interests and career aspirations.

Account Executives will typically help manage Junior Account Executives, where present on account teams. Account Executives take partial responsibility for the fulfilment of client SLAs, under the stewardship of the Account Manager and Account Director (where applicable). Account Executives challenge themselves to continually improve their relations skills, demonstrating improved cut through from ideation to coverage, improvements in their writing, ongoing improvements in the strengthening of client relationships and an evolving understanding of marketing communications capabilities. Effective Account Executives consistently deliver great results. They apply themselves consistently across all competencies, show constant desire to achieve to the best of their abilities and develop real tenacity and determination to succeed in challenging environments.

#### Main job functions

- Account support and delivery
- Establish and follow account processes to include:
  - Guidance and oversight of JAEs on client reporting best practice
  - Take responsibility for drafting most client content
  - Provide the focus for social media programme implementation
  - Take responsibility for the fulfilment of influencer relations deliverables in all quarterly client SLAs
  - Demonstrate aptitude for relationship building and network building – to include journalists, analysts, industry subject matter experts, event organisers etc.

#### Responsibilities

##### Reporting, support & logistics:

- Maintain client visibility by keeping in touch via telephone, email and collaboration channels – building a reputation for responsiveness and proactivity, establishing a productive working relationship
- Take responsibility for shared online folders, ensuring they are well organised and key documents are saved down
- Participate in, and contribute to, brainstorming
- Take responsibility for the oversight of accurate client reporting documents, e.g. status reports, SLAs, trackers, minutes, agendas, coverage reports in conjunction with JAEs
- Take responsibility for the updating of weekly activities on Teams Planner
- Attend and actively participate in client meetings as required

##### Content creation

- Consistently research, plan & produce first drafts of content to a high standard (requiring minor edits vs. re-drafting):
  - Press releases
  - Bylined articles/blogs
  - Social media posts
  - Award & speaker submissions
  - Email pitches
  - Newsletters
  - Client-facing documents, reports etc

## **Influencer relations**

- Take responsibility for ensuring the tracking & recommending of client opportunities using forward features lists, influencer enquiry systems, personal relationships and social media is in place (normally with support from JAE)
- Take responsibility for the collation and ongoing management of influencer lists (normally with support from JAE), ensuring they are always up-to-date
- Influencer pitching that consistently delivers tangible results, specifically briefings and meetings, news and opinion coverage
- Develop ongoing dialogue with influencers to uncover opportunities for clients, build productive relationships (including meeting influencers socially) and generate media coverage
- Identify angles for media stories and develop compelling pitches for clients, including the identification and capitalisation on news jacking opportunities
- Monitor online and offline publications for key opinion formers, journalists, bloggers or other contacts that could be of interest to clients
- Take responsibility for the successful implementation of client social media programmes

## **Research & knowledge development:**

- Consume news relevant to clients and their industries daily, demonstrating the establishment of knowledge and sharing relevant items with the account team (this may include content curation for social programmes)
- Follow and research industry trends relevant to clients and their industries, demonstrating an understanding of key issues in the creation of client content
- Support client and new business teams by conducting research into new areas and presenting back in appropriate, defined formats – this may include market analyses, share of voice analyses etc
- Develop an understanding of marketing mix, particularly the role of PR in relation to other disciplines through consuming appropriate PR/marketing industry content
- Be aware of trends in the Tech PR space and share with client teams as agreed
- Become a proficient user of social media channels, especially Twitter and LinkedIn
- Commit to securing PRCA Continuous Professional Development certification every year
- Attend PR industry and technology-related events

## **Finance:**

- Input timesheets and expenses correctly and on time
- Monitor allocated hours to client work (avoiding over or under servicing client accounts) and expenses
- Raise supplier Purchase Orders

## **Agency contribution:**

- Assist with the management of JAEs, interns, apprentices etc
- Participate in new business pitches
- Build a network of influencer contacts, proactively meeting with influencers and attending relevant events

## **Relevant experience and skills – person specification**

- Demonstrable interest in PR - work placements, previous roles, volunteering, blogging, extra-curricular activities etc
- 12 month's experience desired in a related role (PR experience not essential – experience in journalism, marketing etc or broader technology roles welcome)
- Experience of client liaison beneficial
- Solid understanding of PR and its role in the overall marketing mix
- Well organised, ambitious and confident
- Excited by technology and the benefits it can deliver
- Has the ability to build rapport quickly



- Strong spoken and written communication skills, with excellent spelling and grammar
- Motivated to learn
- Willing to promote and follow the workplace values of CCgroup (expert, driven, curious, supportive, genuine)

### Salary band, September 2020: £22k-£26k

More great stuff about working at CCgroup:

#### Benefits

- Flexible hours & work from home
- Early & late passes (arrive 3 hours late or leave 3 hours early once a month)
- Annual wellbeing allowance to spend on whatever makes you feel good!
- Monthly social events including Summer and Christmas parties
- 10% bonus based on company performance
- Discretionary bonus
- Contributory pension
- Access to external training
- Quarterly awards • Competitive holiday allowance with additional days off for Christmas
- Your birthday off
- Free eye test & glasses contribution
- Cycle to work scheme
- Travel loan
- Sabbaticals
- Long term service award scheme

To apply, please email Laura: [Laura.Kolb@ccgrouppr.com](mailto:Laura.Kolb@ccgrouppr.com)

We can't wait to get to know you!