

JUNIOR ACCOUNT EXECUTIVE, AR

Starting a career in Analyst Relations

Position in company structure

Industry analyst relations (AR) is rapidly becoming one of the most strategically important disciplines in B2B technology marketing. Across every industry in which CCgroup works, the influence of industry analysts on B2B tech buyers is both high and growing during the longlisting and shortlisting stages of purchasing processes. However, unlike in PR, there is a dearth of talent to serve and support this critical discipline. As a result, CCgroup has decided to train the next generation of AR professionals, led by Duncan Chapple – a published author and recognised authority on industry analyst relations.

Junior Account Executive is most often the entry level position in AR. JAEs provide a crucial supporting role for account teams - ensuring that potential opportunities are seized for clients and that successes are communicated to clients regularly and effectively.

JAEs work closely with, and support, Account Executives and Account Managers. They typically cover a variety of clients. In essence, the JAE role is all about getting to grips with the basics of AR and it exists to enable the individual to demonstrate they have the ability to effectively manage and deliver important account processes. It is also essential that JAEs show motivation and ambition and demonstrate aptitude for AR and content creation. This involves developing the knowledge and confidence to both identify and pitch for relevant opportunities. Effective and successful JAEs are able to demonstrate a strong desire to learn, ambition to progress and rise to challenges, but above all, reliability, efficiency and dependability.

Main job functions

- Account support
- Follow account processes to include:
 - Regular reporting on account activities and results delivered
 - Monitoring of analyst research and event calendars for potential client opportunities
 - Successful pitching to analysts for potentially relevant opportunities
 - Preparing first drafts of pitches, pre-briefing materials and other content
 - Maintaining functional and up-to-date analyst prioritisation lists

Areas of responsibility

Reporting, support and logistics:

- Set up client calls and meetings, providing agendas and taking and communicating action reports/activity summaries
- Manage and update client trackers and SLAs
- Monitor and update analyst calendars
- Attend client meetings or events as requested by account teams
- Assist with client-related logistics to include booking of venues, restaurants for update meetings, analyst meetings, events etc.

Content creation:

- Provide support to teams in the production of client materials such as briefing notes, presentations and reports
- Research, plan and produce first drafts of:
 - Pre-briefing documents
 - Newsletters
 - Debriefing reports from interactions
 - Summaries of analyst content

Influencer relations:

- Tracking & recommending client opportunities using analyst calendars, personal relationships and social media
- Influencer pitching that delivers tangible results
- Handling content distribution
- Collating, documenting and creating materials to demonstrate programme success – share of voice analyses etc
- The collation and ongoing management of analyst prioritisation lists

Research & knowledge development:

- Consuming news and analyst content relevant to clients and their industries, demonstrating the establishment of knowledge and sharing relevant items with the account team (this may include content curation for social programmes)
- Following and researching 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 the marketing mix, particularly the role of AR in relation to other disciplines through consuming appropriate AR/marketing industry content
- Become a proficient user of social media channels, especially Twitter and LinkedIn
- Commit to securing PRCA Continuous Professional Development certification every year

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

Relevant experience and skills – person specification

- Demonstrable interest in communications - work placements, previous roles, volunteering, blogging, extra-curricular activities etc (direct AR experience not essential)
- Basic understanding of AR 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: £22k-£23k

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

We can't wait to get to know you!