

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.

CCgroup is a multi-award-winning B2B tech PR and marketing consultancy. We offer a fantastic working environment, great clients and a supportive team to help you grow. We are proud Blueprint Ally status holders for our work encouraging diversity, and we have a few awards to our name:

- PRMoment Awards 2020, 2021 & 2022: Technology Agency of the Year
- PRMoment Awards 2020 & 2022: B2B Agency of the Year
- PRovoke 2022: Top Five UK Agencies to Work For
- PRWeek Best Places to Work 2021: Best Agency to Work For (small agency, winner)
- PRWeek Best Places to Work 2021: Training and Development Award winner
- PRovoke 2020-2021: EMEA Technology Consultancy of the Year
- PRWeek Best Places to Work 2020: Mental Health Champion of the Year winner

You can find out more about what it's like to work at CCgroup here:

<https://www.ccgrouppr.com/careers/our-culture/>

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: £26k-£28k plus 5% annual bonus depending on company performance

More great stuff about working at CCgroup:

Benefits

- We have a hybrid and flexible working policy that meets the needs of the individual
- Early & late passes ('arrive' 3 hours late or 'leave' 3 hours x9 per year)
- Annual £150 wellbeing allowance to spend on whatever makes you feel good!
- Monthly social events, including summer and Christmas parties
- 3% contributory pension
- Access to external training
- Access to our wellbeing support service for mental & physical health
- Competitive holiday allowance: 22 days per year to start with, building up to 27 days per year! There are 3 additional days off for religious/cultural days as well, plus your birthday off too!
- Competitive enhanced maternity and paternity leave policies: after 1 year of service 16 weeks full pay for maternity and 4 weeks full pay for paternity leave.
- Free eye test & glasses contribution
- Cycle to work scheme
- Travel loan
- Sabbaticals
- Long term service award scheme

We're committed to making our recruitment process as inclusive as possible. We are happy to carry out interviews virtually or in-person, whatever suits best. We have an accessible office in central London, the closest station is King's Cross which is a step-free station, and we have accessible facilities including WCs and showers. We are happy to provide accessibility tools to ensure you are able to fulfil your job.

We can't wait to get to know you!