

SENIOR ACCOUNT EXECUTIVE

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

Position in company structure

Senior 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. A Senior Account Executive will be skilled in managing PR functions and, in some cases, take ownership of some specific aspects of client accounts.

Senior Account Executives are typically proven, experienced Account Executives making the transition to Account Managers. They have earned a reputation for consistently helping to deliver against client SLAs with influencer opportunities and strong content skills. They have developed and demonstrated industry knowledge, which underpins their work and enables them to work autonomously and as part of a team. Senior Account Executives are respected by, and highly visible to, clients and recognised as the core 'doers' on their accounts. As a result, Senior Account Executives are given increasingly managerial tasks on accounts to help develop strong commercial acumen in advance of a step up to management levels. The role will typically support an Account Manager and assist with the management of Account Executives and Junior Account Executives on the team.

Main job functions

- Delivering programmes, supporting management and juniors
- Establish, improve and follow account processes to include:
 - Take responsibility for accuracy of client reporting
 - Take responsibility for delivery of most client content to a high standard (either with or without JAE/AE support), requiring minimal edits
 - Take responsibility for some programme implementation
 - Take responsibility for the fulfilment of influencer relations deliverables in all client SLAs
 - Demonstrate aptitude for relationship building and network building – to include journalists, analysts, industry subject matter experts, event organisers etc.
 - Is able to point to a rapidly developing network of influencers, whereby strong personal relationships continually deliver value to CCgroup and its clients

Responsibilities

Reporting, support & logistics

- Maintain client visibility by keeping in touch via telephone, email and collaboration channels – demonstrating 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 AEs/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). Also supports J/AEs by reviewing content:
 - 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 J/AE)
- Take responsibility for the collation and ongoing management of influencer lists (normally with support from J/AE), ensuring they are always up-to-date
- Influencer pitching that consistently delivers tangible results, specifically briefings and meetings, news and opinion coverage
- Lead by example in establishing ongoing dialogue with influencers to uncover opportunities for clients, build productive relationships (including meeting influencers socially) and generate media coverage
- Take the lead in identifying angles for 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 and analyst content 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 managing and conducting research into new areas and presenting back in appropriate, defined formats – this may include market analyses, share of voice analyses etc
- Demonstrate a good 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 and digital PR space and share with client teams as agreed and internally
- Be 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
- Report hours used/available to client teams in weekly meetings, with support from the finance team

Agency contribution:

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

Relevant experience and skills

Essential

- Demonstrable interest in PR - work placements, previous roles, volunteering, blogging, extra- curricular activities etc
- One year's experience in a related role (PR experience desirable but not essential – experience in journalism, marketing etc or broader technology roles welcome)
- Solid understanding of PR and its role in the overall marketing mix
- Strong spoken and written communication skills, with excellent spelling and grammar

Desirable

- Experience of direct client liaison and ability to manage expectations
- Proven aptitude for account management
- Well organised, ambitious and confident
- Excited by technology and the benefits it can deliver
- Has the ability to build rapport quickly
- Motivated to learn
- Willing to promote and follow the workplace values of CCgroup (expert, ambitious, curious, supportive, genuine)

Salary band, July 2022: £26k-£35k

More great stuff about working at CCgroup:

CCgroup trusts you to manage your own time, we have fully flexible and hybrid working.

- 26 days holiday: 1 day off for your birthday + 3 religious/cultural days off of your choosing + 22 days holiday!
- Holiday allowance increases with tenure, up to 27 days
- Contributory pension (3% Employer+ 5% Employee)
- Wellbeing allowance £150 per year to spend on whatever makes you happy!*
- £100 Christmas gift card
- Continuous learning environment: internal and external training opportunities for everyone, focusing on individual career development plans.
- Two big company socials per year – one at Christmas + away day for Summer (Brighton & Oxford previously)
- Monthly social gatherings (onsite and offsite, including daytime and alcohol-free events)
- Bring your kids to work day
- Dog-friendly office
- Generous maternity, adoption and paternity policies:
 - Maternity: after 1 year's service: 16 weeks @ 100% salary
 - Adoption (main adopter): after 1 year's service: 16 weeks @ 100% salary
 - Paternity: 4 weeks @ 100% salary

- Access to WeCare – our mental and physical wellbeing support service
 - Up to 10 free counselling sessions
 - Life events counselling
 - Burnout prevention
 - 24/7 GP consultation
 - Second medical opinion service
 - Financial & legal guidance helpline
 - Get fit programme
 - Healthy diet at work programme
- Access to Lifeworks perks platform: discounts, gift cards and cashback!
- Mobile phone (Account managers and above)
- Up to 5% annual bonus based on company fee targets being met*
- A further bonus worth up to 7% of salary on individual performance based on 360 peer feedback during your appraisal*
- Spot bonuses to recognise exceptional efforts*
Quarterly “Famous Five” awards (£100 as a recognition of exceptional performance in line with our values)*
- Season ticket loan scheme*
- Interest-free loan of up to £1000 (paid back over 12 months)*
- Cycle to work scheme*
- Early/late passes – allows each employee to arrive three hours late or leave three hours early one day per month 9 times per year (not available in December)*
- Structured sabbatical scheme*
- Long term service reward scheme*
- Free eye tests & £50 glasses contribution provided it's directly related to screen use.*

*After probation



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. Please reach out to laura.kolb@ccgrouppr.com should you need any adjustments at all during the process and beyond!