

JUNIOR 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

Junior Account Executive is most often the entry level position in PR. 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 PR 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 influencer relations 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.

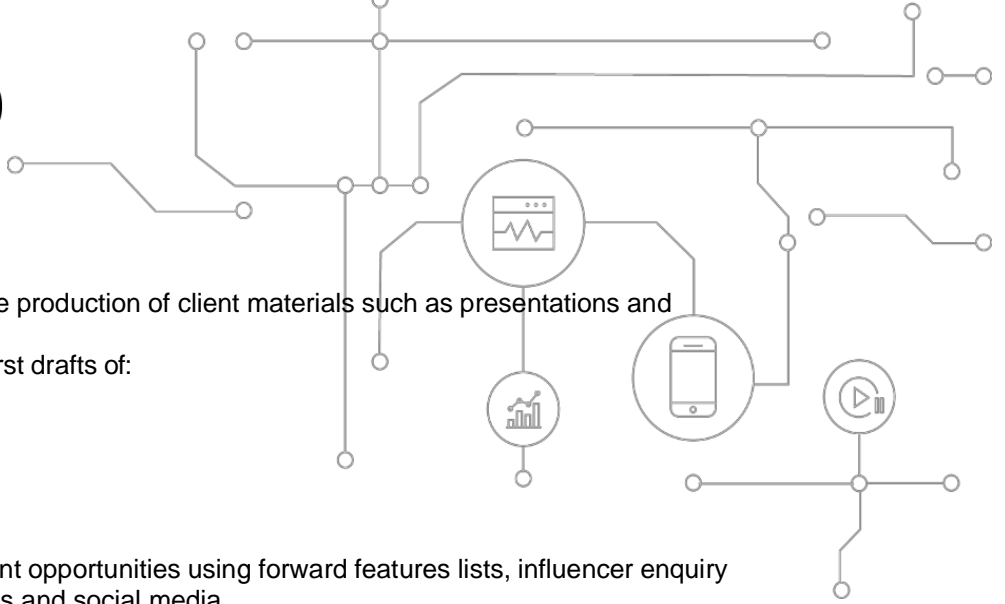
Main job functions

- Account support
- Follow account processes to include:
 - Regular reporting on account activities and results delivered
 - Monitoring of editorial calendars, influencer enquiry systems and social media for potential client opportunities
 - Successful pitching to influencers for potentially relevant opportunities
 - Event tracking and identifying speaker opportunities
 - Identifying possible award opportunities
 - Preparing first drafts of pitches and content
 - Maintaining a functional and up-to-date influencer distribution databases

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 features lists
- Participate in brainstorms
- Attend client meetings or events as requested by account teams
- Assist with client-related logistics to include booking of venues, restaurants for update meetings, media lunches, analyst meetings, media tours etc.
- Assist with hospitality arrangements for client meetings working in tandem with the office manager



Content creation:

- Provide support to teams in the production of client materials such as presentations and reports
- Research, plan and produce first drafts of:
 - Press releases
 - Blogs
 - Social media posts
 - Briefing documents

Influencer relations:

- Tracking & recommending client opportunities using forward features lists, influencer enquiry systems, personal relationships and social media
- Influencer pitching that delivers tangible results
- Identifying relevant industry events and awards and recommending them to the team
- Identifying and recommending relevant speaker opportunities
- Handling content distribution, including the organisation of wires where needed
- Collating, documenting and creating materials to demonstrate programme success – coverage books, share of voice analyses etc
- The collation and ongoing management of influencer 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 PR in relation to other disciplines through consuming appropriate PR/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

Essential

- Demonstrable interest in PR - work placements, previous roles, volunteering, blogging, extra-curricular activities, etc. (direct PR experience not essential)
- Well organised, ambitious and confident
- Basic understanding of PR and its role in the overall marketing mix
- Strong spoken and written communication skills, with excellent spelling and grammar

Desirable

- 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)

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!