

## Account executive - Tech & Audio - Job Description

Pay Band: 25 - 30k

### About you:

- You are bright, passionate, and driven with enthusiasm and a 'can-do,' proactive attitude with a dash of rock n roll thrown into the mix!
- You have proven PR experience and understand what PR is
- You are passionate about PR and digital and are curious to learn more
- You have good organisational and time management skills
- You are a safe pair of hands when it comes to all admin tasks
- You are happy to get stuck in to help get the job done
- You are confident speaking to people in person, email, online
- You can manage up, flagging any issues that need senior support

You are aware of the expectations at Little Red Rooster channeling these every day; you are passionate about your clients, endlessly driven to smash KPIs and are always honest.

You are a safe pair of hands - you complete tasks to a high standard.

You possess fantastic time management skills and can work under pressure and to meet tight deadlines, you may need help prioritising tasks. You will report to your seniors, ensuring they are informed of your workload and letting them know if there is a potential for deadlines to slip with enough time to avoid a catastrophe!

You are an integral part of your team, providing essential PR and social media support and responsible for securing the 'bread and butter' coverage. You will be a media hound - your 'black book' will be your focus.

You will attend media briefings - staffed by a more senior member of the team - and can speak comfortably about your clients. You will hold your own at events, always fully briefed on the client and its products to communicate with the press in a confident manner.

You have a good understanding of key publications and contacts across all your clients. Using this, you will be able to pull together a quality media list requiring minor changes from your account lead.

Curious to keep up to date with regular slots in key newspapers and publications, you can read these independently and are able to spot new slots and pitch swiftly securing stand out results.

You may still need direction and support in tone of voice and style but all work - press releases, social media copy, blogs - will be complete to a high standard with no grammar mistakes or typos. You have begun to understand the nuances of different clients' written work.

You might be expected to help with admin (mounting, reports) when needed but can complete this with no fuss, extremely efficiently and to a high standard.

You will feel more comfortable speaking to clients and are able to communicate on the day-to-day (sample requests, press requests, sending press releases) but will keep account leads on cc in any comms in the instance complex issues arise needing their attention. You will start to own sections of client calls / meetings to build your confidence. You can take extremely detailed meeting notes - you miss nothing!



You should be able to delegate and feel comfortable discussing which tasks can be moved around, to leave more time to focus on sell-in or additional tasks that support your development. You will be able to deliver thorough and detailed briefs on tasks such as reports (PR and social media) and mounting coverage to interns and JAEs.

You will undertake all actions delegated in planning, flagging in advance any issues in completing them. You will be expected to come to this session prepared and informed, with all planning documents up to date well ahead of time. However, WIPs and planning documents will be expected to be kept updated on a regular basis including, but not limited to, media lists, sell-in documents, coverage targets, editorial statuses, and confirmed/pending tabs. You have read and fully understand your client's SOW and work to it.

You will be able to undertake new business research, as briefed by a senior member of the team and pull together a thorough research deck which may include auditing press coverage, sharing social media handles or researching previous campaigns. You may be asked to join new business calls to support with note taking, which will be detailed and comprehensive.

Every AE should be involved in the day-to-day management of either the agencies or client's social media channels. At this level, you may be drafting social media content - which will be done so without grammar mistakes or typos - but need assistance on style or tone of voice. You will be able to recognise the basic differences for each channel i.e., character numbers or target audiences.

You will be able to handle community. You flag any issues to your account leads ASAP. You will be able to schedule and/or post to client channels without mistakes. You will be able to pull together a social media report - that is accurate - with little to no mistakes.

You work with the entire company to always ensure that we remain a diverse workforce encouraging everyone to speak up and feel included. You support your peers.

You are conscious of 'doing good' and are actively avoiding the creation of waste in the office and on any project. You use ethical and local suppliers and look to support our community where we can. You always try to see how we can give back and do good.