

## Senior Account Executive - Job Description

Pay Band: 28 - 34k

### About you:

- You are bright, passionate, and driven with enthusiasm and a 'can-do,' proactive attitude with a dash of rock n roll attitude thrown into the mix!
- You have at least a years' experience in PR
- You have your own style of organisational and time management skills
- You keep a cool head when working under pressure/ to tight deadlines
- You are a dab hand at securing coverage for your clients, with a plethora of stand-out pieces under your belt already - you always hit your KPIs
- You have a strong 'black book' of contacts with at least 15 media / influencers who you can rely on to help you out if needed
- You have proven knowledge of your sector and a good understanding of the media landscape
- You take the lead on certain projects such as seasonal sell-in and events - you are keen for opportunities to show you can be trusted and are a 'safe pair of hands'
- You liaise with clients independently on the day-to-day of accounts
- You are ambitious and are keen to take a more senior role on accounts and projects

You are recognised as someone who fully understands the 'Way of the Rooster' and channels these qualities on a day-to-day basis. You are passionate about your clients, the agency and strive to provide the absolute best service possible.

You have fantastic time management skills, more than capable of managing your workload. You understand how to prioritise tasks and can present a plan of action on what can be delegated or pushed back. You competently plan your week with little input and flag potential issues in advance.

You are the main coverage driver on your accounts and are responsible for bringing in the stardust; this is what differentiates you from an AE. You have proven yourself to be a competent PR professional, achieving quality coverage for clients. Your press coverage role on each account may differ but you should be securing Stardust coverage monthly that consistently impresses your clients, account leads and peers. You are the first to crack on with sell-in, encouraging others to do the same.

You have developed a solid book of contacts enabling you to pull out stellar pieces of coverage for clients. You have 15 close media / influencer contacts and can demonstrate this.

You will have a solid grasp of the media landscape, understanding the importance of lead times, the nuances of different titles and the key contacts at your client's target titles. The knowledge you have developed of your sector means you are able to spot a good story, identify current trends and start to feel confident consulting clients appropriately on their PR approach.

You have experience working on and attending events and media briefings and you will be leading on end-to-end event management and booking in media briefings. You hold your own at events and meetings, trusted in the fact your knowledge of clients is second to none.

You will act as either a first or second point of contact on your clients; able to deal with client requests in a timely but calm and reassuring manner. You confidently staff client calls – with support from your account lead where needed. You have regular contact with your clients, making the effort to speak to them on the phone every week. You may even begin to help with drafting scope of works and planning documents, proposing client budgets, and working on sections of client plans, proposals, and creative ideas.

Whilst you will not be line managing anyone, you will be able to confidently use your knowledge of clients and the agency to brief interns, JAEs and AEs on tasks. You will assist with time management and workload, feeling confident to help them delegate or prioritise.

Your writing skills are brilliant – crafting press releases, media alerts and social content, adapted to suit your client's tone of voice or brand, free from mistakes or errors. Your work needs minimal changes. All client communication is perfect with no spelling or grammatical errors. Your fantastic attention to detail means you can proof work from junior members of staff, ensuring it is in a good state before it reaches the eyes of account leads or line managers.

You have a good grasp of social media and assist the head of social and/or account lead with the smooth running of client social media accounts, being across industry updates and nuances of each channel. Your attention to detail thrives here and you realise social is an area that mistakes simply cannot happen.

You may oversee community management managing it swiftly and competently and recognise the importance of this task. You will oversee junior members of staff who undergo this task.

You can proof social reports and add intelligent narrative to illustrate the figures.

You carry out new business support as you have done as an AE, but this is now of a higher standard. You are on the look-out for leads. Your key contacts are aware of our new business bonus program.

You present yourself online professionally and demonstrate you know and understand how to use social media by championing your clients, LRR as well as your own and your colleagues work via these channels. You have at least one social media channel which represents your work 'brand.'

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.