

Junior Account Executive - Job Description

Pay band: £21-23k

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 are happy to get stuck in to help get the job done
- You are curious to learn more about PR and digital - social media and influencers
- You are a safe pair of hands when it comes to all admin tasks
- You are confident speaking to people in person, email, online
- You have good organisational and time management skills

Your day-to-day role is to provide crucial support for the team. You have good attention to detail and are a safe pair of hands when it comes to any admin tasks which are completed to a high standard without mistakes.

You are organised but will require support from your line manager on prioritising tasks and managing deadlines. You talk to your line manager if you need more tasks or support on workload. To move to account executive, you will be self-sufficient in this area.

You will take part in in-house training learning about the agency, PR, social media, influencer relations to gain a good background and understanding in our industry. We will encourage you to do as much learning as you can independently.

You will develop an understanding of PR, social media, and influencer relations. You will learn how to draft press releases and media alerts - which will be free of grammatical error and typos - but require support in writing for different sectors and clients.

You will begin to learn the nuances of the media landscape through undertaking mini sell-ins and media outreach in small chunks, as directed by your account leads and line manager. You will start to develop sell-in skills and understanding of media outreach through practical training.

Curious to learn more, you will regularly read newspapers and publications so you can understand media opportunities for your clients, learn about key journalists and contacts and build your understanding of the landscape.

You will also begin to learn about social media management. You will undertake community management for clients, which is expected to be completed diligently and consistently. You will also be responsible for scheduling, posting content and social media reports - that are accurate - with little to no mistakes. At this level you will begin to recognise the differences for each channel i.e., character numbers or target audiences.

You may draft social media copy with support from account leads on tone of voice, creative ideas, and approach.

You will undertake all actions delegated in planning, flagging in advance any issues in completing them. You will be expected to keep WIPs, and planning documents updated on a regular basis including, but not limited to, media lists, sell-in documents, coverage targets, editorial statuses, and confirmed/pending tabs.



You work with the entire company to ensure 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.