

Job title: Account executive

Brief summary of role: An account executive is involved in different aspects of the business and is the bedrock of an account. From creating social media calendars to pitching to journalists, writing press releases and attending client meetings, an account executive supports and assists the delivery of account work.

Supporting account management in implementing PR campaign activities. Telephone and internet-based research and communication. Generation of content to be used on social media networks. General office/agency support.

Hours: Full time, Monday – Friday
9.00am – 5.30pm

Reporting to: Account manager/account director

Key skills:

- Copywriting - good spelling, grammar and proof-reading ability
- Creativity - creative flair for communications and content creation
- Interpersonal skills – ability to build relationships with different people including media, clients, influencers across a range of sectors and accounts
- Presentation skills – ability to explain ideas to team and presenting stories to journalists – it is important to be able to present confidently
- Team player – work well within a team
- Media interest – passion for news, media and what is going on the world
- Good telephone manner -positive, friendly and upbeat tone for calls with clients and journalists
- Good organisational skills – ability to work efficiently and to deadlines

Account executive duties:

- Research and draft copy that can be used in press releases, online, features and in social media communications channels
- Understand client sectors, topics of interest and make your team aware of issues and opportunities
- Able to schedule/post content across different online and social channels
- Create monthly client activity reports, listing actions against targets and will keep up to date timesheets to track and monitor your progress

- Participate in internal update meetings and work with your account team to ensure jobs required are completed to the standard expected
- Attend meetings, take minutes and report back to clients and colleagues on results achieved and work in progress

Reviews and training policy:

An annual review programme will be put place to monitor personal and professional development, training and evaluate the job role. An annual training and personal development schedule will be agreed.