

JOB DESCRIPTION

PR ACCOUNT MANAGER



Scope

Our PR Account Manager will be a key member of the team working on a strong portfolio of well-known clients.

This role is channel agnostic. While experience of working with the media is important, we don't do 'press release by default' and we don't have a bias towards a particular approach. We only care about what works. This position therefore suits someone who's comfortable creating content for online and offline platforms.

As you work in PR, the skills and experience we're looking for won't surprise you. Just as important to us are your personal qualities. We treat people as adults, with honesty and respect. How we do things are as important as what we do.

Responsibilities:

- Working with our content writer, designer and director as a key part of an integrated team.
- Planning and leading PR campaigns and strategies.
- Spotting and developing stories that cut through – in the media, online and with the public directly.
- Developing press releases, op eds, blog posts and content that tell our clients' stories well.
- Spotting and developing thought leadership opportunities.
- Assist in reporting, analysis and evaluation of PR campaigns.
- Liaise with clients and act as a key contact on PR accounts.
- Develop mutually beneficial relationships with the media and stakeholders.
- Participate in new business development including proposal writing

Skills:

- Ability to build relationships internally and externally.
- Digital PR.
- Good with people.
- An interest in and willingness to use AI to support your work.
- Spotting and developing great stories.
- Sharp writing skills and ability to adapt style for different audiences.
- Shaping and delivering PR campaigns.
- Strong administrative and project management.

Contact

Ben Lowndes, Director

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