

JOB DESCRIPTION

PR AND CONTENT EXEC



Scope

Our PR and Content Executive will play a key role in the team by working on a strong portfolio of well-known clients and supporting their success.

They will help colleagues to deliver exceptional work and support our own comms activity as part of a growing, successful team.

We advertise this position as a full-time role, with normal working hours being from 9am to 5pm on Monday to Friday. However, we also champion flexible working, and welcome applications from those interested in part time positions.

If you work in a comms-related role with a focus on PR and content, the responsibilities below won't surprise you.

Just as important as your skills are your personal qualities. We treat people as adults, with honesty and respect. How we do things is as important as what we do.

We want good people on board as we look to build on a successful start to 2025 and will provide opportunities for the successful candidate to grow as we do.

Responsibilities

Client support:

- Write high-quality press releases, blog posts and social media content.
- Support the team in managing accounts, including with monitoring and reporting.
- Identify and follow through on opportunities to develop and grow accounts.
- Research and develop ideas to help clients tell their stories.
- Support our place-making clients by providing the content to support their consultations and community engagement.
- Work with creative colleagues to support the delivery of integrated campaign activity.

Team support:

- Fully participate in brainstorming and generate ideas for clients.
- Support Distinctive's marketing, including writing regular and high-quality content for newsletters, social posts and blogs.
- Provide cover for colleagues to support our objectives to deliver client delight.

Skills

Professional:

- Strong writing, with the ability to adapt style for different audiences and platforms.
- Confident communicator, with an interest in working with the media.
- Ability to spot and shape great stories.

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- Organised and detail-oriented, able to manage multiple projects while staying on course.
- Creativity and innovative thinking.
- A good understanding of AI and social media, and how comms teams use them.

Personal qualities:

- A self-starter, who can work independently and as part of a team.
- Ability to build relationships: good with people.
- Collaborative and flexible.

Desirable:

- Experience in the built environment, skills or public sectors.
- Video and photography skills.

Contact

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