



## **The Role: Account Executive**

**An Account Executive is responsible for carrying out the majority of day to day account execution and administration across a breadth of accounts.**

**Reporting to an Account Manager, your role is to understand clients' business and generate engaging and newsworthy content, communicate with the media and influencers and deliver elements of campaigns using a variety of communications platforms.**

**You will also be responsible for maintaining accurate account administration and liaising with clients and suppliers with confidence. You will be proactive, have excellent attention to detail and show the ability to work in a fast-paced environment.**

## **Duties and responsibilities**

- Build junior client relationships by confidently and professionally communicating with clients, both verbally and in all written content (**client relationships**)
- Develop understanding of clients' businesses, industry and the communications platforms to reach their target audience (**client business**)
- Deliver media relations activity by understanding the media (online and offline), developing newshooks, creating engaging content and pitching to relevant media and influencers (**media relations**)
- Manage social media channels, including developing content calendars, scheduling advertising spend, posting content and managing results (**social media relations**)
- Write engaging, grammatically correct and on-brief material, including press releases, social media content calendars, feature articles, briefing documents (**written skills**)
- Research and provide creative ideas for accounts and new business pitches. To include creative campaign ideas, creative writing, social media content, photography shots and elements of events and mailers (**creativity**)
- Ownership of accurate and timely account administration, including work in progress, campaign reports, meeting contact reports (**project and account management**)
- Organise elements of projects, including researching, managing timescales and liaison with suppliers to help deliver projects on time, on budget and within a brief (**organisation skills**)
- Manage personal workload, account priorities and deadlines across multiple accounts to deliver error-free work on time (**project management**)
- Work within a budget and ensure costs and time are recorded accurately and promptly (**commercial skills**)



**What you'll get in return:**

- **25 days annual leave**
- **Your birthday off**
- **4pm finish every Friday**
- **Free in-house group personal training sessions**
- **£50 employee of the month prize**
- **A varied, fun and inclusive social programme**
- **Company paid healthcare cash plan**
- **Paid for 'skint' breakfast once a month**
- **£600 per year personal training budget**
- **Drop in clinics with a professional coach**