



PR ACCOUNT EXECUTIVE

JOB DESCRIPTION

Overview

Over the past few years we have experienced significant growth and new business within the agency, developing a name as the go-to agency for the Christian NGO sector, churches and organisations.

In light of this, the Directors of Jersey Road PR are seeking to grow our vibrant, creative and strategic team and recruit a full time PR Account Executive. Working alongside the PR Account Managers, the PR Account Executive will support the management of the day-to-day activities of client accounts, helping them tell their stories within the media.

This role has an occupational requirement for the post-holder to be a Christian.

Timing

Full time; 9am-5pm, Monday to Friday.

(Plus some occasional out of normal office hours work for overseas clients).

Key responsibilities

- Support the team in the management and delivery of tactics across a portfolio of client PR accounts. This is likely to include the following task areas:
 - Assist Account Managers in delivering individual client integrated PR plans across both press and influencer activity
 - Act as daily point of contact for both clients and media on each account
 - Build relationships with key media contacts in both Christian and mainstream media; relevant to each client



- o Identify and build relationships with social media influencers; relevant to each client
- o Update contact databases with information based on media contact and influencer outreach
- o Ensures all tasks and deadlines are recorded and updated on Asana project management system
- o Undertake research for and write press releases and features
- o Develop news angles and pitches to successfully land coverage on behalf of each client
- o Monitor the news daily and provide relevant stories for information and comment to clients
- o Create agenda for and attend/contribute to regular client meetings
- o Produce contact reports following client meetings, as well as monthly status and coverage reports (using CoverageBook and Agility)
- o Creatively contribute to client strategies or campaigns/projects
- o Keep abreast of current PR/media trends and tools
- o Report to your line manager frequently, keeping them updated on progress and/or any issues

Key skills required

Many skills can be developed over time with the support and training provided by the team itself and external training opportunities. There are genuine opportunities for career development within the agency, but from the outset we are looking for:

- High levels of communication - both to clients and internal colleagues
- Good presentation, verbal and written skills
- Emotional intelligence and interpersonal expertise
- A passion for media, including social media (and using social media creatively to build reputation and engagement)
- Good basic analysis and research skills
- Flair for creativity, strategic thinking and innovation



- Strong copywriting skills, including the ability to see the 'hook' in a story
- Solid IT and project management skills
- Outstanding organisation skills with ability to manage multiple projects and client portfolios
- Service-focused and sensitive to confidential information
- Fun, friendly, efficient and personable with clients
- Able to work to deadlines and on occasion out of hours

Desirable skills

- Understanding of the Christian and NGO sector and passion for telling the story of the church and organisations making a difference in the world
- Good industry knowledge and experience in building influential networks

Other

- Willingness to attend relevant Christian, client or PR-related conferences, events or training opportunities

Location

Our team members work from a variety of locations across the UK. Your primary place of work could be at home or from the Jersey Road PR offices in Milton Keynes or London. We hold a weekly all-team Zoom call and you will also be required to attend regular online or face-to-face meetings with both internal colleagues and external clients. Wherever you are based, you will be expected to work alongside other members of the Jersey Road PR team face-to-face every Thursday in London, as well as at our annual team residential.

Salary

£22,000 - £28,000 p.a.

Jersey Road



(plus pension, private medical cover and a generous annual leave allowance)