



JOB DESCRIPTION

PR ACCOUNT MANAGER

Location: Flexible

Salary: Competitive

Hours: Full time

Overview

We exist to help give faith-based organisations a voice and influence through the media. In national media, the church and Christian organisations are often presented in narrow and negative terms and we want to help reframe that narrative and share positive, stories of impact from faith-based organisations, resource them to build their reputation and position themselves as thought leaders in the issues that matter in today's society. From rescuing victims of human trafficking to tackling issues of climate change, supporting children in poverty to raising awareness of the issues of mental health, we believe Christian organisations have a story worth sharing.

Over the past few years we have experienced significant growth as an agency, working with organisations who are passionate about what they do and making a difference in the world. In light of this the Directors of Jersey Road PR are seeking to grow the team of this small, vibrant and creative team and recruit a PR Account Manager to manage more of the day-to-day activities of client accounts, thereby increasing our impact, reach and influence not only as an agency, but on behalf of the clients we serve.

Responsibilities

The day-to-day:

- Managing a PR portfolio of clients' accounts

- Providing strategic counsel to clients to aid their PR and wider media campaigns
- Gathering stories, information, comment and resources to the media (print, broadcast and online news sites) on behalf of the clients
- Conducting reputation management audits for clients and providing advice in live crisis situations
- Building relationships with new and existing clients
- Building relationships with key media contacts and updating media databases
- Building and managing relationships with influencers
- Liaising with clients regarding press campaigns, creative projects and PR solutions
- Dealing with the media, speaking to journalists and other members of the press
- Providing innovative and creative communications solutions for clients
- Briefing clients and updating them on press campaigns
- Analysing PR coverage and providing coverage reports using our media monitoring systems
- Communicating effectively with a range of stakeholders
- Reporting to the Directors of the agency, keeping them updated on progress and/or any issues.

Key responsibilities

Responsibilities may vary according to each client account but may include a combination of:

- Daily point of contact with key media contacts
- Developing focused PR campaigns
- Managing the needs of the client and their accounts
- Contributing to relevant meetings whether in person or online, and liaising and updating clients on PR activities
- Keeping abreast of current PR trends and tools
- Conducting reputation management audits or responding to a crisis situation
- Monitoring the news agenda and seeking opportunities to secure media coverage through news jacking
- Building client relationships and maintaining a network and database of key media contacts including journalists, influencers and industry spokespeople
- Spearheading both traditional PR and social media projects
- Developing news angles, stories and pitches to further the client's profile, products and services.
- Fulfilling the client's key performance indicators and growing accounts

- Pitching for new business and developing PR proposals
- Managing a high level of client interaction
- Potentially mentoring any future junior members of staff

Key skills required:

- High levels of communication - both presentation, verbal and written skills
- Mature emotional intelligence and interpersonal expertise
- A passion for the media, including social media
- Flair for creativity, strategic thinking and innovation
- Strong copywriting, story writing and communications skills
- Understanding of the faith and NGO sector and passion for telling the story of Christian organisations making a difference in the world
- Good industry knowledge and experience in building influential networks
- Solid computer abilities and project management skills
- Outstanding organisation skills with an ability to manage multiple projects, administration and portfolios
- Service focused and sensitive to confidential information
- Fun, friendly, efficient and personable with clients
- Able to work to deadlines, be willing to travel when required and on occasion work out of hours
- Experience exercising discretion and confidentiality with sensitive company information

Other

- Attend future client or PR related conference, events or training opportunities.
- Look for new business opportunities and introduce the Directors to these and instigate meetings.

Contact:

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