

Job description

PR Account Executive

Primary responsibility: Client PR Account Management

Reporting to: Director of Public Relations

Responsible for: None

Key Responsibilities/Duties:

Planning

- Gaining a clear understanding of an organisation's communication objectives and developing appropriate recommendations
- Developing a good understanding of the UK healthcare sector within the following areas: private hospitals, NHS, mental health, medical equipment and devices and membership organisations/Royal Colleges

Account Handling

- Supporting the PR team (1 x Director of Public Relations, 1 x Account Director and 2 x Account Managers)
- Working as the day to day client contact on designated accounts
- Attend weekly evaluation, pr planning and creative meetings
- Writing and collating contact and activity reports
- Presenting to and meeting with clients as required
- Producing and distributing meeting notes and status reports
- Researching and drafting press releases
- Researching and pitching feature opportunities
- Collating and analysing media coverage
- Assisting with general office administration
- Adhering to the Account Management process (using Adnet) to open jobs, raise estimates and purchase orders, to obtain client sign-off, to complete briefing forms, to invoice clients etc
- Strong copywriting skills and ability to write clear and concise client communications
- Ensuring that all clients are serviced to the highest possible level and nurturing client relationships to encourage business growth
- Daily monitor the media for any relevant health features, including national newspapers, TV and magazines
- Ensure team members see any relevant news stories on the day they appear and for filing them in the correct folders
- Monitor journalist email enquiries as they come in, looking out for opportunities to provide comment or case studies.
- Update and maintain a number of media database lists
- Assist with end of month activity reports, detailing all activity undertaken and the coverage generated.

Design and marketing

- Developing a good understanding of the range of design and marketing services provided by Merchant Marketing Group

Digital marketing

- Developing a strong understanding of the range of digital marketing services provided by Merchant Marketing Group

Financial Management

- Managing client budgets and enforcing strict budgetary control
- Gaining sign-off from clients prior to undertaking any work
- Invoicing clients as per their individual contractual agreements
- Ensuring each client account is as profitable as possible

General Duties

- Answering telephones
- Assisting with new business pitches
- Supporting the PR team

Personal development:

- Attending corporate training and development sessions as required
- Attending appraisals with PR Director
- Helping identify personal training and development needs

Candidate Requirements

- Good communication skills
- Effective account handling skills
- Strong understanding of PR
- Ideally experience of healthcare market, or an interest in healthcare
- Strong organizational skills
- Proactive and flexible approach
- Ability to work under pressure to strict time frames

It is agreed that the above is a brief and concise description of the above job.

Post-holder:

Approved by:

Date: