

Job Description

Job Title: PR Senior Account Manager

Overview

- Proactively manage client accounts to maximise the benefit delivered to the client through developing and implementing appropriate PR strategies
- Deliver integrated PR, social and digital marketing programmes and campaigns
- To lead account teams and carry out a line manager role
- To proactively support the development of the business as a member of our management team

Key Responsibilities

Having responsibility for and managing assigned PR accounts, including:

- Lead on developing the PR aims and strategy for new and existing clients
- Day-to-day close proactive client liaison to establish, maintain and develop PR programmes to achieve defined communications goals
- Develop client relationships in order to maximise their trust in Genesis PR and develop further business
- Proactive identification of PR opportunities working with the client and any other parties
- Drafting press releases, editorials and other copy, gaining necessary approvals and issuing to target media through actively 'selling-in' of the story
- Reviewing and approving press releases drafted by others in the team
- Leading on client PR meetings and writing up Contact Reports
- Updating client PR Schedule & Log
- Identifying target media, creating lists and updating them
- Proactive contact with the media and building of media relationships
- Develop strategies for and manage social media for client accounts e.g. Twitter, Facebook (when required)
- Organising, booking (including negotiating/agreeing costs) and briefing photographer, creating and managing photo files
- Managing the work on a day-to-day basis with close attention to administration of the client accounts including monitoring and evaluating media coverage

- Manage and co-ordinate Account Executives working on any joint client accounts
- Managing the PR aspects of any client crisis situation
- Preparing and finalising monthly PR Activity Reports
- Updating Client Expenses spread sheet
- Updating of Genesis PR's own website with regular blogs, press releases etc and supporting our social media updating and development (Twitter, Facebook).
- Supporting winning new business with pitch preparations, drafting of proposal documents and presenting to prospects.

Additional roles:

- Managing suppliers for various projects e.g. design & print suppliers.
- Planning, management and direction of events
- Copy writing, editing and proof reading documents
- Proactively support the development of the business

Reviews

1-2-1 personal development reviews will be held each October and April with your line manager to support your professional development.