

27 January 2012

PR/Marketing Account Executive – job description

Typical Responsibilities and Duties:

1. Reporting to and working with your account manager(s) to ensure a consistent and timely workflow, meeting all relevant deadlines and liaising with and managing freelancers as required.
2. Press release creation including: idea conception, writing, liaising with client, proof reading, editing, distribution, 'selling in', optimising for web.
3. You will have an involvement in other areas of the business, giving you a chance to broaden your experience and develop your skill base. This will include working with account managers on advertising, print and digital work as well as copy writing/proof reading/checking press releases, advertisements, brochures, reports, proposals etc.
4. Working with the digital & web department to identify and develop methods of utilising new, emerging technologies (e.g. Web 2.0, social networking etc) for the benefit of MMS and its clients.
5. Weekly MMS e-newsletter: identifying stories, writing intro, liaising with web team re upload & distribution.
6. Liaising with suppliers e.g. photographers.
7. Producing client estimates and utilising The Company's dedicated in-house job system.
8. General PR/marketing research.
9. Recording PR activity & creating schedules.
10. Monitoring & administration of cuttings.
11. Weekly online news stories (stop press) for clients (write & upload).
12. Responding to journalists' enquiries.
13. Monitoring journalists' requests (Response Source emails).



14. Monitoring the media.
15. Promotion of clients and MMS via social networking, relevant websites and physical networking events e.g. breakfast business club.
16. Monthly performance reports.
17. Client liaison via email and phone.
18. Client meeting attendance and site visits, both with senior staff and alone.
19. Ad hoc event organisation.
20. Any other duties as may be consistent with your position and be requested by your line manager.

Travel Policy

Although the position is predominantly office based, there will be occasions when you will be required to travel in order to fulfil your duties. All pre-agreed travel and subsistence expenses will be reimbursed on the provision of valid receipts.

The Company does not provide “company cars” for this grade of position. Employees are expected to use their own vehicles for business travel, for which the Company pays a mileage allowance which, under current legislation, we believe to be tax free. It is your responsibility to ensure that your motor vehicle insurance provides appropriate cover for business use. Ideally you should have clean driving licence.

Key Qualities – an informal overview

1. **Business and Skills.** Must be an excellent communicator, ideally with 1-2 years agency experience working on a range of accounts.
2. **An accomplished all-rounder.** We've no place in our team for *prima donnas*. Everyone needs to be prepared to 'roll their sleeves up and muck-in' as and when the need arises.

3. **Highly literate and numerate.** We're proud of our track record for accuracy, attention to detail and the resulting ISO9001 accreditation. Even when the spell and grammar checker is disabled and the calculator is locked in the drawer, we expect you to be able to construct a sentence and add up a column of figures.
4. **A team player.** There's no 'i' in 'team'. We know it's a cliché but we've got a great team of people on board and we need someone who can make it even better; someone who's prepared to contribute and sometimes lead discussions and debates, and has a sense of humour. All the better if you're inclined to organise the occasional 'social' now and again.
5. **Comfortable with technology.** MMS is a technophobe free zone. It is a given that you know your way around the Microsoft Office suite including Outlook, which we use for diary, email and contacts; you'll be writing press releases, and reports in Word, plus regularly using Excel and PowerPoint. We mainly use PCs, so that should be your platform of choice, although we use Macs in the studio and if you can work one of those too it would be a bonus. We'd be very surprised if you didn't tweet and had a Facebook or MySpace page. Experience of using social networking as a business tool would be a distinct advantage.
6. **Future potential.** If you don't like heights, maybe this isn't the job for you. As a growing business with a commitment to nurturing its in-house talent, there are good opportunities for career development. The rewards are yours for the taking.

You are required to devote the whole of your working hours to the duties of your employment. You must, at all times, work in accordance with the procedures and policies of the Company.

From time to time you may be required to work unsupervised. This will entail having a key to the premises and being responsible for setting the burglar alarm and generally securing the premises on leaving.