

Job Description – PR Account Executive

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We are looking for a PR Account Executive to join our team of expert content creators.

You'll have a knack for creating coverage-worthy content, be naturally self-motivated and thrive off delivering exceptional results for the projects you work on. You will be an integral part of the team managing media relations, social media and copy on a set amount of accounts.

Applications are welcome from Junior to Senior level.

This role could be for you if;

- You have at least a year's experience in PR agency, a newsroom or a busy in-house communications department (placement experience acceptable)
- You have a proven track record and portfolio of coverage which you're proud of
- You can demonstrate an understanding of how PR forms part of an SEO strategy
- You are naturally curious and always looking for ways to enhance results
- You have tons of enthusiasm, confidence and want to be part of an outstanding and supportive team
- You have a passion for learning and the industry, with an ambition for progression
- You have the ability to spot a story and create coverage-worthy content
- You have exceptional time management skills and the ability to juggle multiple projects
- You have excellent writing skills, including spelling and grammar

What you'll be doing;

- Write and pitch creative and engaging press materials that deliver client coverage and links
- Lead on outreach, proactively coming up with new angles to secure linking coverage
- Researching campaign ideas and obtaining and analysing data



- Keep up to date with the latest trends and breaking news to craft reactive comments and content on behalf of clients
- Creating high-quality social posts and website copy to support the PR strategy
- Analyse results from PR, SEO and social media and contribute to client reports
- Play a key role in supporting new business activity
- Support and mentor junior colleagues and work experience students

What we offer

- Salary £20k - £25k subject to experience
- Performance-related pay scheme related to profit earnings
- 25 days holiday plus bank holidays
- Company health care plan through Vitality includes a personal healthcare fund that covers dental and optical costs and various other perks, including Headspace and Amazon Prime subscription, weekly Caffe Nero, cinema tickets and more.
- Company-wide training and development program
- A bespoke development plan with regularly review meetings to support and enhance your progression
- Flexible, hybrid working
- Free parking... when in the office
- Access to industry events
- The opportunity to play a key role in growing the business and taking charge of your own career growth

EQUAL OPPORTUNITIES

We celebrate diversity and are committed to creating an inclusive environment for all employees. We welcome applications from all suitably qualified candidates regardless of their race, religious beliefs, age, sex, sexual orientation or disability.

JOB DESCRIPTION:

Duties and Responsibilities

Client Onboarding

- Support Account Manager/Account Director with the successful onboarding of new clients, including presenting and gathering information



- Undertake analysis to gather insights, link building ideas using tools such as SERanking, Google Search Console, Answer the Public, Meltwater, ResponseSource etc

Public Relations

- Support the project team with developing digital PR campaigns from ideation to outreach
- Drafting campaign assets, including onsite content, press releases and thought leadership articles
- Daily news monitoring and the confidence to undertake newsjacking where relevant
- Develop and maintain relationships with media to secure consistent coverage for clients in high authority relevant publications
- Support the project team in utilising a range of data sources to develop creative campaigns e.g. FOI requests, search volume data
- Management of media lists for each client, ensuring all contacts and publications are up to date
- Act as key point of contact for clients, taking responsibility for sharing regular updates and requesting feedback
- Confident in reporting on a number of metrics, using third-party tools such as SEMrush, GA and client's own data
- Perform market, competitor and internal research
- Collate data and prepare marketing statistics for monthly reports
- An understanding of how the wider marketing mix can support PR tactics
- Contribute ideas and suggest new initiatives or areas of improvement
- Support and delegate to junior colleagues to achieve results

Social Media

- Creation of content, including developing ideas to integrate PR activity to achieve optimal results
- Publishing to platforms
- Monitoring platforms and engaging with the audience
- Undertaking performance analysis

New Business

- Contribute ideas for targeting new business opportunities
- Input into proposals, tenders and pitch documents
- Support colleagues in the development and implementation of Wild PR marketing strategy with the support of the Account Management team, which will include sharing client news, successes and updates





- Actively contribute to Wild PR marketing strategy, including drafting blogs and social media activity

To apply

Either email talent@wild-pr.co.uk with an overview as to why you think you'd be a great fit for this role, or contact us on the information below.



Registered in England & Wales
09158902.

Heritage Exchange,
Plover Road, Lindley,
Huddersfield, HD3 3HR

roar@wild-pr.co.uk
@WeAreWildPR

wild-pr.co.uk
01484 504 488