**[Account Executive / Senior Account Executive]**

**[Job Specification Template]**

***Please note:*** This job specification is as a generic template and does not fully capture the unique requirements and characteristics of an individual company and role. Job specifications are typically tailored to organisations, considering factors such as company culture, values and strategic objectives.

At Reuben Sinclair, we understand the importance of creating personalised job descriptions that accurately reflect a company's ethos and the expectations of the role. We recognise that a one-size-fits-all approach does not convey the nuances and intricacies of individual organisations and the responsibilities associated with the position.

**Benefits of a bespoke job specification:**

1. **Alignment with company values:** A bespoke job specification ensures that the role is aligned with your company's mission, vision, and values. It highlights the unique aspects of your culture and what sets you apart as an employer of choice.
2. **Enhanced candidate attraction and employee retention:** By articulating the specific skills, attributes, and experiences that you are seeking, a tailored job specification not only attracts qualified candidates who share your values and aspirations but also creates a clear promotion pathway that motivates and retains talent.
3. **Improved candidate/employee experience:** A comprehensive and transparent job description establishes clear expectations for potential candidates and fosters an open environment for current employees, contributing to a positive experience for all talent from application to onboarding and beyond.
4. **Supports your Employee Value Proposition (EVP):** A tailored job specification reinforces your EVP by showcasing the benefits of working at your organisation, including career development opportunities, work-life balance initiatives, and unique perks and benefits.

**How Reuben Sinclair Can Help:**

If your organisation requires a customised job specification or assistance in defining its EVP and company values that attract and retain talent, Reuben Sinclair offers tailored services to meet your needs. Our team of experienced HR & Talent Management professionals can work closely with you to create compelling job descriptions (and more) that accurately reflect your company's culture, values, and strategic objectives, helping you attract and retain the best in the industry.

For more information about our services or to discuss your specific requirements, please contact Rohan Shah on [Rohan@reuben-sinclair.com](mailto:Rohan@reuben-sinclair.com)

Job Title: Account Executive / Senior Account Executive

Reporting to: Senior Account Manager

Location: Hybrid / London Office (3 days per week)

Salary: Outline salary banding

**The Company:**

Provide an overview of your company ensuring you outline your organisation’s EVP and the values upon which the company operates.

**The Purpose of the Role:**

As an Account Executive, you will play a pivotal role in supporting the day-to-day operations of client accounts across various sectors. You will work closely with Account Managers and Directors to execute strategic PR campaigns that drive brand awareness, engagement, and reputation management for our clients.

**Key Responsibilities:**

**Client Management**

* Build and foster strong client relationships, acting as the primary contact for daily communication.
* Gain in-depth understanding of clients' business goals, competitive landscape, and target audiences to deliver strategic recommendations and support.

**Campaign Execution**

* Collaborate on developing and implementing integrated PR campaigns across various channels: traditional media relations, social media, content creation, and events.
* Coordinate seamlessly with internal teams and external vendors to ensure timely delivery of campaign elements and materials.
* Track campaign performance metrics and provide regular reports with insights for clients.

**Media Relations**

* Proactively conduct media outreach to secure placements in relevant print, broadcast, and online media outlets.
* Craft compelling press materials like press releases, media pitches, and backgrounders.
* Build relationships with journalists, bloggers, and influencers to generate positive media coverage for clients.

**Content Creation**

* Develop and edit high-quality content like articles, blog posts, bylined articles, and engaging social media content.
* Collaborate with creative teams to create visual assets (infographics, videos, photos) that enhance PR campaigns.

**Research & Analysis**

* Conduct market research, competitor analysis, and track industry trends to inform PR strategies and recommendations.
* Analyse campaign results and data to measure effectiveness and identify areas for improvement.

**Administrative Support**

* Manage project timelines, budgets, and deliverables to ensure successful campaign execution.
* Prepare meeting agendas, presentations, and other client-facing materials as required.
* Contribute to new business development activities like writing proposals, presentations, and preparing pitches.

**Knowledge and Experience**

* **Entry level experience** in a Public Relations agency or a related field (e.g., marketing communications, journalism) is a plus.
* **Excellent written and verbal communication skills** with a demonstrated ability to craft clear, concise, and compelling messages.
* **A keen eye for detail** to ensure accuracy and professionalism in all deliverables.
* **Proven ability to thrive in a fast-paced environment**, manage multiple tasks simultaneously, and meet deadlines consistently.
* **Solid understanding of core PR practices**: media relations, social media platforms, and content marketing principles.
* **Proficiency in essential tools**: Microsoft Office Suite (Word, Excel, PowerPoint) and media monitoring tools.
* **A team player** who can collaborate effectively with colleagues while also demonstrating initiative and independent work ethic.
* **A passion for continuous learning** with a desire to stay updated on industry trends, best practices, and emerging technologies.

**Benefits**

* A list of all company benefits.

**Equal Opportunities**

We are committed to being an equal opportunity employer, ensuring fair treatment for all applicants and employees regardless of gender, gender identity, age, disability, religion, belief, sexual orientation, marital status, race, ethnicity or any other characteristic protected by applicable laws.