

PR Account Executive

We are looking for an account executive to join our busy B2B team and support our growing portfolio of clients.

Candidates must be bright, enthusiastic and possess excellent writing and communications skills. Other prerequisites include a thorough understanding of social media, strong organisational and interpersonal skills, and an eye for detail.

The role will entail supporting consultants working across our client accounts. This will include:

- Relationship building and networking with colleagues, clients and the media
- Working as part of an account team to develop client proposals and implement the PR activity
- Monitoring and distributing media coverage
- Drafting copy for news releases and features
- Promoting news stories and features to the media
- Researching media lists and distributing news releases
- Liaising with clients, journalists and suppliers
- Preparing regular client reports and attending client meetings
- Briefing photographers
- Engaging with social media
- Providing creative briefs for external designers for promotional literature
- Updating content on websites
- undertaking research for new business proposals and presenting to potential new clients

Ideally, candidates will be educated to degree level and have at least one year's experience in PR or a related field. Relevant graduates without PR experience will be considered if they can demonstrate real understanding and passion for PR. Business acumen would be an advantage.

Personal attributes should include:

- Ability to write to high editorial standards for different audiences
- Strong presentation and negotiation skills
- Confidence and a persuasive manner
- Tight organisational and time management skills
- Great business sense and the ability to work to budgets
- Desire to learn and work as part of a team
- 'Can-do' attitude

Appeal PR is a specialist B2B consultancy with clients in corporate finance and professional services, the leisure sector and property. This is an excellent opportunity for an ambitious graduate to work within a small, senior team, gaining in depth experience of client management and media techniques and developing your role with us.

If you're interested, just send your CV and a covering letter explaining why you think you would be an asset to the Appeal team to paul@appealpr.com