

Job Description

PR & DIGITAL EXECUTIVE

£28k

Location: Leicester City Centre | Full Time

Overview

The successful candidate will assist the Senior PR Manager and Senior Digital Manager in researching, horizon scanning and proactively/reactively responding to newsworthy opportunities.

You will help present and create compelling stories for our clients that gain attention and have an impact. You will also monitor and report back on the activity.

Summary:

We are seeking a passionate, organised and dynamic PR & Digital executive to work across our portfolio of highly complex and multi-faceted regional, national and international projects and clients.

This is an exciting opportunity for someone looking to move into working in a PR and events agency environment. You will gain experience and skills in a fast-paced role for the business and its wide range of clients who represent some of the most prestigious brands in the UK and operate in a diverse spectrum of sectors from technology, hotels and hospitality to leisure and sustainability - to name but a few.

You will have a desire to help deliver tactical and stand out campaigns to meet the business and our clients' objectives. These can range from developing and growing audiences to enhancing visitor experiences, building brand profiles, reputation management, and awareness raising strategies.

You will embody the agency's passion and attitude to get stuck in right from the start, working on in-depth projects from day one. You will be keen to learn and develop your skills and experience across multiple accounts, helping to deliver quality stories and content that create strategic sales opportunities for our company and clients.

No two days at Associate events are the same! We need someone who revels in the challenge and diversity of the agency environment – and shares a passion and drive that matches the ethos, values and 'people specification' of our business. You will play an important part in driving our company and clients toward new creative opportunities and simultaneously help to take our business to the next phase of its development.

Reporting Lines: Senior PR Manager/ Senior Digital Manager

Responsibilities

Culture:

- To uphold the company's values and working ethos ensuring your own actions mirror these
- To ensure our four service objectives are met at every step for every project and client
- Aid the business in achieving all its 'key moments' in time and within budget
- Help to nurture and develop our client base in line with the company's business plan
- Work with our supply chain as if they were part of our own business
- To aid in the positive promotion of the company on an external level

Operational:

- Work with the Communications team and report to the Senior PR and Senior Digital Manager to support the delivery of all communications for Associate Events and its clients.
- Help to create and develop effective outputs to meet the objectives of each project, sponsor and client-related contract terms and are delivered on time and to an exceptional standard.
- Support with campaign planning and developing ideas to suit the audience
- Delivery of written copy and collateral including both online and offline communication channels such as news articles, releases, blogs, social media and case studies
- Work with the communications and events teams to ensure that activity sits in line with the wider project plans
- Proactive research to identify opportunities to develop targeted local and national opportunities
- Identify and support the development of social media, PR stunts and engagement tactics to galvanise PR and social media news jacking opportunities for our clients.
- Support the evaluation and monitoring of all communications activities, producing comprehensive reports that improve efficiency, reach, client, and audience development
- Develop presentations for internal and external use and feel confident being part of them
- Understand the branding requirements of each project /client and ensure that brand guidelines are followed
- Attend meetings with clients, stakeholders and key media contacts and be sensitive to confidentiality
- Support any media opportunities such as TV/Radio interviews and launch events
- Be prepared to work outside of office hours if required for events, media liaison or out of hours media response (with support from a Senior colleague)

Essential

- Excellent written English including spelling, grammar and punctuation
- The ability to digest information on a subject, before picking out the key points and presenting them succinctly in written copy
- The ability to research a subject and present the findings concisely
- Strong ability to prioritise tasks and work to deadlines
- An understanding of the ways in which businesses use digital platforms - including social media, blogs and websites - to connect with customers and audiences
- Identifying the most appropriate media outlets and influencers for specific business needs and messaging
- Liaising confidently with stakeholders, clients and media professionals online and offline
- Familiarity with digital image sourcing and basic editing
- Familiarity with Microsoft/Google Office (Word/Docs, Excel/Sheets etc)
- Friendly, confident, with the ability to articulate ideas to colleagues
- A team player who is passionate about making an impact

Desirable

- Manage and maintain PR distribution and monitoring software, ensuring it is kept up to date.
- The ability to understand and identify a good story
- Brand management and market placement experience
- Good digital knowledge with sound web, digital and social media skills
- Experience of having worked across multiple business sectors
- Hold a full and valid UK Driving License

Personal attributes

- Proactive
- Enthusiastic
- Willing to learn
- Creative
- Dedicated
- Ambitious
- Results-driven
- Sense of fun
- Professional

Associate Events Limited is committed to Equal Opportunity in employment, and welcomes applications from all sections of the community.

No aspect, words or meanings contained within this Job Description / Advert form any part of a contract or guarantee of continued employment or associated terms between the company and the prospective employee.

/ About us

Formed in 2010, Associate Events (AE) is now a market leading events and brand management agency, that offers concept to delivery services in Events, Production, Brand Management and PR – our four pillars of delivery.

Under this suite of services, is a range of support services, including but not limited to, graphic design, social media management, venue sourcing, script writing, marketing, business development and visual design, event administration and technical delivery making Associate Events our clients' full-service agency.

/ Our People

People are our most valued asset. We believe in building a professional team of people with exceptional skills and experience who are dedicated to the success and growth of our business.

We want to select you because your attitude, background, experience, and professionalism will make you a vital player in this team and that you will be able to add great value to the progression of the company.

We recognise that you will aspire to develop and grow in your role and in your career with Associate Events (AE). In this regard we monitor the progress of all team members, ensuring they are given the necessary training and development opportunities, whilst operating an open, transparent and supportive dialogue with our team. We believe in providing a competitive remuneration package and in recognising and rewarding outstanding effort and performance.

We also know that successful teams will thrive when they have a modern, safe, clean, and efficient working environment supported by developing and quality systems. It is a fundamental AE aim to provide this facility.