

Job Description

## Account Executive / Senior Account Executive

Full-time, permanent: Guildford/remote working

### **\_about 8020**

8020 Communications is an award-winning strategic communications consultancy for aviation, travel and mobility. We help clients grow and succeed through public relations and digital marketing, including media relations, digital PR, social media and search advertising. Our experience includes airlines, tour operators, travel agents, aircraft manufacturers, business travel, cargo, fintech, hospitality, loyalty schemes, and travel technology. We're members of the Public Relations & Communications Association and holders of the Association's CMS quality standard.

### **\_the opportunity**

We have a fantastic opportunity for a talented account executive / senior account executive to join our friendly and hardworking team based in Guildford. With ample external training and on-the-job learning opportunities, this is a brilliant next step in your public relations and digital marketing career. Reporting to an account manager, you'll be able to hit the ground running in media relations, press release and article writing, and social media.





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You'll need excellent writing skills, to be great at researching and enjoy getting to grips with complex topics. Building relationships with media is a must and you will want to achieve outstanding results. We also want to tap your creative instincts to help us create brilliant, original and award-winning marketing ideas. And when life gets a bit more back to normal, you will be attending in-person networking events in London, as well as going on occasional international business trips with colleagues.

We have a lovely office in central Guildford and have taken lots of steps to make it Covid-secure for our people. Initially, you will work from there for 2-3 days and the rest of the time from home, although always connected to the team through video and chat. We'll take stock again soon but expect to continue with hybrid working for as long as it works for everyone.





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## **\_responsibilities**

### Written Work

- Writing press releases, articles, social media content and other materials requiring only minimal amendments by senior colleagues and clients.
- Proofreading all written materials carefully before submitting them to senior colleagues.

### Media Skills

- Possessing an understanding of how the media works in areas relevant to the company and our clients.
- Building relationships with journalists, with the support of senior colleagues.
- Fully managing the process of press release distribution, to include list-building.
- Helping research and identify forward feature and other media opportunities for clients.
- Pitching stories to journalists.
- Handling incoming media enquiries.
- Demonstrating confidence and professionalism in journalist discussions.
- Assisting in the organisation of media events, such as interviews, photo calls and press conferences.

### Marketing Content

- Devising, creating and implementing marketing content, as directed.
- Developing an understanding of content marketing strategies and programmes.

### Meetings

- Participating actively in meetings with colleagues, clients, journalists and other parties.
- Sharing responsibility for discussing/presenting information in client meetings and presentations.
- Sharing responsibility for discussing/presenting information in new business presentations.
- Helping prepare materials and information for meetings.

### General

- Liaising with clients in a confident and professional manner, establishing and maintaining good working relationships.
- Undertaking desk research for client programmes and new business pitches.
- Possessing the ability to manage multiple tasks simultaneously and prioritise work appropriately.
- Contributing to social media activities of the company and its clients.





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- Handling administration for client accounts, including press cuttings management, report preparation and feature schedule updating.
- Contributing to new business brainstorming.
- Briefing suppliers, such as designers and photographers.

## **\_ required qualities**

- The role requires a self-confident individual, at ease with liaising with client contacts and busy journalists.
- You need to be highly organised with the ability to keep on top of multiple activities simultaneously.
- You must be highly adaptable to change and short notice client requests, with the ability to remain calm and think clearly under time pressure.
- You must enjoy a challenge and be ambitious to achieve outstanding results.
- You must possess strong writing skills in all the types of work detailed above.
- You must be team-oriented and enjoy delivering great results through collaboration.
- You must possess excellent research skills and enjoy mastering sometimes complex topics.
- In normal times, you must be able and eager to travel internationally on business.
- You must want to be the best at what you do.





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### **\_benefits**

Working at 8020 has many benefits, including:

- Competitive salary
- Auto-enrolment pension
- Performance-related company bonus scheme
- 25 days' holiday plus public holidays
- An extra day off on your birthday
- Private medical insurance
- Company-funded external and internal training
- Six-monthly career reviews
- Monthly mentoring scheme
- Monthly grant towards gym membership or other fitness activity
- Monthly social activities
- Summer and Christmas parties
- Visiting office masseur\*
- International business travel opportunities\*
- Healthy (and unhealthy) office snacks
- Decent coffee and herbal teas
- Friday afternoon open bar\*
- Investment in technology to help you succeed
- Positive encouragement at every turn

\* Currently paused due to COVID-19 mitigation measures

### **\_why join 8020?**

We're a happy, friendly team who are deadly serious about being world-class in our work but also like to hang out together. We aim to hire smart people and give them the training, technology and opportunity to reach their potential. If you want a work environment that's growing, supportive, understands work/life balance and strives for excellence, we could be the place for you.

**8020 Communications is an equal opportunities employer.**

