

Job Description

Account Executive

Guildford – attractive salary and excellent benefits

_about 8020

8020 Communications is an award-winning PR agency for the travel, aviation and transport industries. We're experts in consumer and B2B public relations, helping clients to inspire customers, motivate them and win their trust. We help clients define and deliver their messages through media relations, social media and marketing content. Our experience includes aircraft manufacturers, airlines, business travel, cargo, fintech, hospitality, loyalty schemes, tour operators, travel agents and travel technology. We're members of the Public Relations & Communications Association and are holders of its CMS quality standard.

_the opportunity

We need an account executive to join our growing team. You'll be able to demonstrate experience or interest in public relations, whether through current employment, a work placement or your studies. Reporting to an account manager, you'll be able to 'hit the ground running' in media relations, press release writing, article writing and social media. You'll need to be a capable and precise writer, possess excellent research skills and enjoy mastering sometimes complex topics. You must enjoy the cut and thrust of media relations and be ambitious to achieve outstanding results.





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_responsibilities

Written Work

- Writing coherent and factually accurate press releases, articles, blog posts, emails, tweets and other materials that require minimal amendments by senior colleagues and clients.
- Proofreading all written materials carefully before submitting them to senior colleagues.

Media Skills

- Possessing a growing understanding of how the media works in areas relevant to the company and its 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.
- Developing useful and relevant business contacts.
- Briefing suppliers, such as designers and photographers.
- Working collaboratively and positively as a member of the team.

_why join 8020?

We're committed to being a world-class specialist PR consultancy. We aim to recruit 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.

_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 training for professional qualifications
- 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
- Company financial support for journalist and industry networking
- Positive encouragement at every turn

