

Job Description

## Account Executive

Full-time, permanent: Guildford/remote working

### **\_about 8020**

8020 Communications is an award-winning PR agency for the aviation, travel, transport and sustainability industries. We're experts in business-to-business and consumer communications, skilled at understanding complex issues and making them resonate with customers and other audiences. We help clients define and deliver their messages through Earned, Owned and Paid channels, including 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 holders of the Association's CMS quality standard.

### **\_the opportunity**

We need an account executive to join our growing team. You must be committed to building a career in public relations and able to demonstrate relevant experience. 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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Due to arrangements under COVID-19, you will work partly from home and partly from our socially distanced office in central Guildford, Surrey, until social distancing restrictions are lifted. Thereafter and until further notice, you will be able to continue working from home up to two days per week should you wish.

## **\_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.





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- 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.
- 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.

## 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 be enthusiastic about your work and its potential to benefit clients' businesses.
- You must possess extremely strong writing skills in all the types of work detailed above.
- You must enjoy the cut and thrust of media relations and be ambitious to achieve outstanding results.
- You must be team-oriented and enjoy delivering great results through collaboration with colleagues and partners.
- 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.

## 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
- 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





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- Company-funded training for professional qualifications
- Six-monthly career reviews
- Monthly mentoring scheme
- Monthly grant towards gym membership or other fitness activity
- Investment in technology to help you succeed
- Company financial support for journalist and industry networking
- Positive encouragement at every turn

\* Currently paused due to COVID-19 mitigation measures

## **\_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.

