

## MC2 - Job and Person Specification

**Job Title: Account Executive**

**Reporting To: Account Director**

<u>Principal Purpose of the Job</u>	<u>Abilities and Skills</u>	<u>Experience/Knowledge</u>
<p>To provide their team and clients with a complete PR service.</p>	<p>You will demonstrate strong writing skills and be confident talking to journalists and selling in.</p>	<p>You will have a minimum of six months agency experience.</p>
<p><b><u>Main Responsibilities</u></b></p> <ul style="list-style-type: none"> <li>- Researching, writing and gaining approval for the delivery of editorial requests, such as press releases, features and interviews.</li> <li>- Liaising and building relationships with journalists and key contacts – selling in articles, enquiring about current features and responding to their requests in a prompt manner.</li> <li>- Organising and attending events with the support of senior execs, such as press trips, consumer-facing events (sampling etc.)</li> <li>- Supporting junior execs on their accounts and developing parts of the accounts they can manage.</li> <li>- Giving PR support to the team including the administration of accounts (cuttings, coverage trackers, images, PR plans, meeting agendas, contact reports etc.)</li> <li>- Researching info for clients/pitches (e.g. ad costs, competition costs, speaker opportunities, networking events, awards, forward features lists).</li> <li>- Attending networking events and events held by MC2.</li> </ul>	<ul style="list-style-type: none"> <li>- Excellent written and spoken communication skills and a confident manner.</li> <li>- Strong time management skills - ability to organise themselves, plan day / week.</li> <li>- Results driven with a creative thought process.</li> <li>- Strong research skills, with the ability to be proactive, anticipating what will be required.</li> <li>- Quick to learn and able to research and read additional information around their area of expertise.</li> <li>- Self starter who is keen to take responsibility for their own work and actions.</li> <li>- Ambitious to learn and grow.</li> <li>- Committed to excellence with a passion for PR.</li> <li>- Competent with MS Office programs.</li> </ul>	<ul style="list-style-type: none"> <li>- Experience of working in a fast-paced environment.</li> <li>- Experience of working to varying deadlines across multiple time pressures.</li> <li>- Evidence of strong communication techniques.</li> <li>- Knowledge of wider media.</li> <li>- Experience in an agency environment.</li> </ul>