

# Job Description.



## Job Title

Account Executive

## Reports To

Head of Content

## Objective

To produce consistent quality content in all relevant channels within the relevant content team.

## Job Overview

As account executive, you will support the team with the clients you work on, including drafting and obtaining approval for different types of content, seeking out relevant opportunities in line with the strategy and ensuring all administrative tasks are completed in a timely manner to and to a high standard.

## Responsibilities and Duties

- Gain a deep understanding of clients' vision, strategy and the areas in which they operate
- Work closely with senior team members and clients to establish a clear brief before embarking on a job
- Take responsibility for researching, writing and gaining approval of all types of written content, such as blogs, emailers, press releases, features, thought leadership articles, interviews and social media posts
- Liaise and build relationships with journalists, influencers and other key contacts such as photographers – for example to arrange meetings, sell in articles or feature ideas, enquire about current media opportunities, respond to requests in a prompt manner and arrange photo shoots
- Organise and attend events with the support of account managers, such as press trips, food and drinks sampling, office or store openings and networking functions.
- Work closely with account managers to and develop parts of the accounts you can manage
- Provide essential administrative support to the team to ensure all ongoing work, results and upcoming activity is recorded in the correct way and is easily accessible for the team
- Research information to support new business pitches and existing clients, such as advertising costs, competition costs, speaker opportunities, networking events, awards, profile opportunities, forward features and relevant social influencers
- Attending relevant networking events and contribute to the organisation and running of agency-wide events held by MC2.

## Deliverables Expected

- Produce high-quality work and execute on project and retainer KPI's
- Provide clients with clear reporting and progress of their account
- Support accounts and assist account manager with content delivery and implementation

## Qualifications and Expertise

- Preferably educated to degree level
- High level of English and IT literacy
- Experience of working in a fast-paced target-focused environment
- Experience of working to varying deadlines across multiple time pressures

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- Knowledge of the wider media
- Basic understanding of the creative and content marketing industry
- Preferably experienced in working in an office environment
- Competent with MS Office programs

## **Skills**

- Excellent verbal and written communication skills
- Confident, enthusiastic and proactive manner
- Results-driven with a creative thought process
- Proactive self-starter who takes responsibility for your own workload and actions
- Ability to anticipate what will be required of you
- Ambition to learn and grow
- Committed to excellence with a passion for marketing and media relations
- Organised with the ability to multi-task and prioritise work

## **Training Provided**

Training will be provided through the 'University of Life' training and development programme.

## **Scope for Progression**

To Account Manager.