

Job Specification and Job Description for JUNIOR ACCOUNT EXECUTIVES

Supporting our mission to retain our position as a leading UK consumer brand PR consultancy.

Our Junior Account Executives provide day-to-day assistance with account administration, as well as general office administration, reporting to an Account Executive or senior team member. Capable and confident operators who have a good, but still developing, understanding of the required basic media and communication skills and who are aware of the media tools available to create the required media coverage in all PR areas.

Competencies

- Client understanding
- Initiative
- Knowledge sharing
- Problem solving
- Productivity/multi-tasking
- Results orientation
- Teamwork
- Relationship building
- Business understanding
- Written and verbal communication
- Personal responsibility and ownership

Personal skills

- Highly motivated, ambitious, flexible and conscientious
- To become an ambassador for Wild Card, embracing our mission and values

Qualifications and experience

- An active interest in the relevant client sectors
- Proficient in Mac Office systems

Accountabilities

Reporting to: Account Executive/Senior Account Executive/Account Manager

Agency Business

- Meet guidelines on best business practices including utilisation, daily timesheets, accurate billing, timely expense reports etc
- Add information based on coverage, contact with and research about influencers
- Understand and utilise internal client services and facilities to ensure quality, comprehensive service to clients
- Timely preparation of review documents and media updates
- Samples management and distribution

Client Service

- Increase awareness and understanding for team and client by reviewing coverage daily about your clients, competitors and industry
- Track and analyse coverage resulting from PR efforts and create clipping reports
- Research editorial calendars and recommend appropriate opportunities to target
- Coverage tracking, Smart Media calculations and mounting

- WIP/catch up meeting notes, KPI review, action updates and circulation
- Client team diary administration
- Diarising key client deadlines, sign off dates, lead times
- Manage forward feature briefs and feature lists
- Coordination and responsibility for monthly reports and approval times

Client account administration

- Regular review and management of client folders on server
- Purchase order admin for operational expenses – liaise with Finance Exec – central google doc
- Manage media mailers/sample send out
- Sample administration (Robert Guy)
- Courier administration
- Office coverage and product displays (current SKUs)
- Magazine and supps file and replenishment
- Client meetings –
 - Meeting agenda circulation
 - Meeting prep – printing documents
 - Meet and greet guests and organize refreshments
 - (check with AM before delegation of any JAE responsibilities)

Media Relations

- Manage and fulfill requests from influencers when appropriate
 - Day to day management of influencer partnerships
 - Confirming and finalizing deliverables/budgets
- Log press calls and action using Contact Management System
- Begin to build editorial relationships with trade/local press
- Create and update media lists
- Research and draft press releases
- Press release follow up and sell ins

Digital Skills

- Update social media channels
- Identify appropriate social media channels to support client needs
- Monitor social media opportunities

Press Cuttings/Administrative Support

- Manage cuttings service for allocated clients
- Monitor press opportunities and feature/story angles for weekly media summary
- Assist with press office at exhibitions and press events

Office support

- Office admin/support as required
- Keep time spent away from desk to a minimum