



ACCOUNT EXECUTIVE / CONTENT CREATOR

As an integral part of the Plaster team, this role involves collaborating with account teams to support online and offline media, exhibitions, events, and marketing projects.

You will be responsible for day-to-day account support, social and content creation, client liaison, and project delivery, working under the guidance of Senior team members. You'll contribute to the full campaign lifecycle, from ideation through to reporting, bringing your creativity, organisation and ambition to every task.

You're learning fast and developing those essential fundamentals that will carry you far. No two days will be the same and the tasks will come flooding in. Keep your fingers on the pulse and stay focused on the task in hand. You're a star, we wouldn't hire you otherwise, and your career is just starting; don't rush! Get the job done, do it well and support your team; you'll be managing the world before we know it.

KEY ACTIVITIES INCLUDE:

CONTENT CREATION

- Design and deliver branded content using Canva (or Adobe), tailored for LinkedIn, Meta and other channels
- Create short-form video edits and social-ready reels (with support from creative team)
- Write and adapt copy for social posts, blogs, email newsletters, and press content
- Repurpose client assets for multi-channel use (e.g. social cutdowns, campaign graphics, thumbnails)

CAMPAIGN SUPPORT

- Support delivery of marketing and PR campaigns across AV, IT and live events clients
- Drafting press releases, news updates and editorial content to support product launches, client milestones and event activations
- Assisting in media sell-ins by building target press lists, tracking outreach and supporting with follow-ups



- Assist in the creation of creative briefs, messaging docs, and asset checklists
- Help with digital ad setup and monitoring across Meta and LinkedIn
- Coordinate shoot logistics and contribute on-set during photo/video shoots
- Researching editorial calendars, feature opportunities and awards to help feed into client comms plans
- Maintain social calendars and assist with basic scheduling and engagement reporting

CLIENT AND ADMIN SUPPORT

- Attend and contribute to client meetings (taking notes, actions and next steps)
- Track campaign progress and prepare updates for account teams
- Support with reporting and post-campaign evaluation (especially across social)
- Liaise with external partners (designers, videographers, media contacts) as needed
- Contribute to media coverage tracking, case study development, and award entries

ATTITUDE & MUST HAVE TRAITS:

- A willingness to learn and determination to develop your skill set
- Motivation, driven and a self-starting attitude
- Critical thinking and problem solving to see beyond the task at hand
- Ability to work as part of a team
- Strong organisational and time management
- Clear communication and ability to articulate yourself to a high standard
- A passion for innovative communication across both digital and print platforms

PLASTER PROFILE:

All Plasterers have a voice and we want you to share yours. Have confidence and own everything you do, it will benefit your work and rub off on the team. Try to share your passions with the team on things important to you.