

JOB DESCRIPTION: PR CONSULTANT

JOB TITLE: PR Consultant

RELATIONSHIPS: Internal: Director/ Associate Directors

Job details:

- Day-to-day content and media **lead on client accounts**, developing and managing PR plans that meet KPIs and providing first-rate client service to AMBITIOUS clients
- **Corporate and B2B knowledge of client sectors – ideally with an ESG lean and passion.** We'd ideally like this role to be part of the team responsible for supporting **the agency's B Corp accreditation**
- Build and retain **strong relationships with key clients**
- **Mentor & guide junior team members** to drive an effective & energetic work environment
- Make sure all projects and **client retainers are well-managed** and running smoothly
- Take **ownership of decisions** and always acts in the best interest of the agency
- **Contributing to ideas**, blogs, profiling, content creation, research and industry insight to support AMBITIOUS growth in the sectors we operate
- **Develop appropriate skills** for the business. Staying up to date with the latest developments across the PR and comms landscape
- **Contribute to the stability of the business** by performing your day-to-day role to the highest standard

Responsibilities:

CLIENT:

- Managing a **client portfolio of clients working with senior consultants and directors**
- **Providing counsel to clients** to support their PR and wider marketing campaigns
- Day-to-day **proactive Press Office management** including analysing the news, political agenda and industry issues and providing ideas, guidance and written reports to clients to help shape up content angles for securing media coverage
- **Providing spokespeople and company information to the media** (newspapers, magazines, broadcast and online news sites)
- **Building relationships** with existing and new clients
- Ability to **analyse complex data**, and clients' challenges and interpret for a range of audiences – creating content
- **Building relationships with key media contacts** and dealing with the media, speaking to journalists and other members of the press
- **Briefing, liaising and updating clients** regarding communications campaigns, creative/content projects and PR ideas and solutions
- **Providing innovative and creative ideas** to clients to support their business plans
- **Communicating effectively** with a range of stakeholders such as trade bodies and professional networks

- Effectively **brief content creators** to support campaigns – like video, graphics photography
- **Take accountability for quality control** across work being delivered for your client portfolio
- **Understanding of a wide range of channels** including earned media, SEO, Google Analytics, backlinks and social media channels and the role of content
- **Adding value to clients** – achieving exceptional outcomes, great service, and fresh ideas

AGENCY OPERATIONS:

- Responsible for **planning resourcing** on your clients, updating timesheets, managing costs, quoting for new projects, contributing to contracts
- **Meets deadlines**
- Contributing to **developing your own skills** and team skills to keep up to date with industry changes
- Actively **seeking new business opportunities** from current clients and wider sector opportunities
- **Contribute to new business pitches** – from concept through to creating pitch documents
- AMBITIOUS digital channels – **contribution to content planning, social media channels and SEO / GEO** to support the agency's profile in the sustainability sector. Working with the team to deliver day-to-day activities
- Proactively **supporting AMBITIOUS marketing activities** including regular contributions to blogs, developing ideas for campaigns, researching ideas and solving client problems
- Stay **informed on industry trends**. Uses information to inform planning, tactics, client service
- Supporting the agency's B Corp accreditation and associated initiatives

About you

YOUR APPROACH:

- Gets **up to speed on a client sector** where there are knowledge gaps
- **Delivers 'client-ready' work** at all times
- Can partner with the whole team to **provide integrated comms solutions** for clients – working together
- **Works effectively with available resource** – internal team, contractors, external freelance support including content creators
- **Champions the agency** and encourages collaborative team culture with team colleagues
- Committed to **developing your skills & knowledge**

QUALIFICATIONS FOR THE ROLE:

- **Ideally three to five plus years of experience** in a PR agency – with a focus on client management and campaign delivery
- Strong **track record of delivering results for B2B clients**. Ideally within professional services and property sectors
- Excellent **leadership and communication skills**. A confident style with the ability to inspire clients and motivate colleagues
- **Passion for PR agency life**

- Driven by **self-development and learning**

YOU MUST BE ABLE TO DEMONSTRATE:

- Exceptional **written, verbal and presentation skills**
- Exceptional **organisational skills, time management and working to deadlines**
- Outstanding **interpersonal skills**
- Strong **client management skills**
- **Experience within a PR agency**
- Experience in **running digital PR campaigns and working with AI tools**
- **Creative approach** – track record of developing creative content that delivers great results
- **Keen networker and adept at building relationships** with key influencers and industry spokespeople

PERSONAL ATTRIBUTES:

- **AMBITIOUS** by name & by nature ...
- Reflects the **AMBITIOUS core values**
- Takes the initiative and solves problems
- Efficient and effective
- Tenacious
- Professional
- Approachable
- Decisive
- Diligent – attention to detail