

November 2021

## PR ACCOUNT MANGER JOB SPEC

Fortitude Communications is seeking a talented and ambitious individual to join the Oxford based PR agency.

We are a small, but fast-growing strategic PR and communications agency that has a great roster of fantastic clients and a first-class reputation for delivering impactful results. Our clients span professional services, transport, charity, tech, sustainability, events and sport. We strive to deliver impactful PR and communications campaigns for our clients, which requires an understanding of their business and sector, audiences and the media. Our work includes PR, social media management, content creation, video, events and partnerships.

Due to a growing roster of clients Fortitude Communications is now looking for a talented PR professional to join our team. We are entrepreneurial and a small and a close-knit team that delivers great results for our clients, with storytelling at the heart of our services.

If you are an experienced and energetic PR Account Manager who can manage accounts and drive delivery we want to hear from you. We are looking for a strong operator who is well versed in PR and communications. This is a great opportunity to join a blossoming agency where you will have flexibility and no barriers to progression.

### **We are looking for someone who:**

- Is committed to client service
- Excellent communication skills
- Excellent storyteller and content creator
- Can manage accounts, clients, the media and campaigns
- Is results focused
- Thrives on overcoming challenges
- Is energetic and ambitious
- Love business, current affairs and the news
- Digitally savvy
- Enjoys new business

### **Your duties will include:**

- Client account management and delivery of campaigns on strategy, on time and on budget
- Develop client strategies and implement relevant activity
- Content planning management
- Create content for owned and earned media
- Research, write and place articles / press releases in the media
- Media relations

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[www.fortitudecommunications.com](http://www.fortitudecommunications.com)

John Eccles House, John Robinson Avenue, The Oxford Science Park, Oxford. OX4 4GP

- Pitching to the media to gain maximum strategic coverage
- Proactively monitor the media for opportunities for clients
- Build positive and beneficial relationships and networks
- Support new business activity

## **Job Requirements:**

- Relevant experience (1 to 2 years as an AM, or 2 to 3 years as an Account Executive)
- Proven track record of success
- Excellent communicator, written and verbal
- Organised
- Strong interpersonal and presentation skills
- Excellent written and verbal skills
- Ability to work to quick deadlines
- Passion for PR, the media, business, culture, trends and current affairs
- Ability to think strategically and to provide strategic advice
- Creative thinker
- Driving licence and vehicle
- Solid knowledge of social media and digital media
- Interest in news and current affairs
- Media savvy
- A Levels

## **Desirable:**

- Degree
- Video skills
- Digital marketing experience

## **We are:**

- A small agency
- A flexible agency
- Have a great culture
- Are in a great location
- Career progression focused

## **Job Type:**

- Full-time
- Permanent
- Salary: £26,000 to £34,000pa. Depending on experience.

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## **Benefits:**

- Flexi-time
- Hybrid working
- Company pension
- Free car parking at office
- Day off on birthday
- Free tea and coffee at office

Salary dependent on experience.

To apply, please submit a copy of your CV and covering letter.

Initial phone interviews will take place shortly after the deadline and shortlisted candidates will be then invited to attend an interview.

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