

Account Executive Job Description and Personality Specification

BlueSky PR specialises in providing recruitment agencies, talent management organisations and international business schools with Public Relations and marketing communications services. We're looking to recruit bright graduates to join us as Account Executives, working from our Redbourn office (close to St Albans and Harpenden in Hertfordshire).

An intensive three month induction programme will be provided to give you the best possible opportunity to develop a successful career in Public Relations.

Salary range: £18,000 to £22,000, dependent on relevant experience

Job Description:

To provide support to a BlueSky senior account manager in all aspects of service delivery. You'll need to be efficient, self-motivated, interested in how the media works, a proficient writer, and administratively competent, as this role will include a considerable range of challenges:

Research

To investigate topics as directed by senior team members, using your own initiative. Developing a credible body of evidence to inform and support the development of media materials.

Writing

First class writing skills. A strong grasp of the English language and a willingness to learn new styles of writing appropriate for a PR campaign, including press releases, case studies and blogs.

Social Media

A good understanding of existing and emerging social media platforms, such as Facebook, LinkedIn, twitter and Google + and the ability to provide content on behalf of clients for Facebook, twitter

Media Relations

An enthusiasm for the media, leading to a desire to research appropriate media targets for clients, develop media lists, and provide media outreach on behalf of clients.

Diary Management

Organisation of meetings, confirming the logistics and agenda, and providing attendees with suitable materials and reminders.

Media and Activity Reporting

An efficient approach to administration, whether that be the sourcing and presentation of media coverage, or the development of client activity reports.

Client Relations

As the individual gains experience and grows in confidence, he/she will accompany other team members to client meetings in a support capacity, but will be encouraged to participate actively.

Person Specification

- Familiarity with office desktop applications, including email management
- A professional telephone manner
- Initiative
- High levels of emotional maturity
- Self-motivation
- Creativity
- Enthusiasm for Public Relations and the press in general
- A desire to go beyond the job specification
- Patience and tact
- The ability to multi task
- Welcoming of constructive criticism
- Your own transport
- Availability to work full time, and occasionally outside our standard office hours of 9am to 5.30pm

To apply, please send Steph King your up to date CV, and a cover letter which demonstrates how you meet the person specification. You can email Steph at stephanie@bluesky-pr.com or write to:

Steph King
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