

JOB DESCRIPTION: PR ACCOUNT DIRECTOR

Name:

Reporting To: Director of PR

Main Role:

Sets creative strategy for assigned clients.
Executes strategy, with assistance of supporting staff.
Organises personal daily schedule and determines work priorities.
Directs work priorities of junior staff.
Deputises for the Director of PR when required.
Hands-on role.

TASKS	PERFORMANCE CRITERIA
1. Account Direction	<ul style="list-style-type: none"> Responsible for strategic direction of assigned client accounts and interpretation of client briefs. Working with Account Managers and Account Executives to produce effective annual programmes of work, managing budgets. Responsible for overall relationship with assigned clients and identification of problems or areas of concern for discussion with the Director of PR. Working with the Director of PR to share best practice and identify cross-client synergies.
2. Account Management	<ul style="list-style-type: none"> Day-to-day liaison with clients to ensure smooth running of accounts. Development and presentation of annual programme of work and necessary budgetary support documentation. Constant development and updating of personal knowledge of client product and internal policies. Execution of agreed programmes of work within contracted hours.
3. Account Handling	<ul style="list-style-type: none"> Dealing with enquiries from media and trade contacts. Organisation of travel arrangements for journalists. Writing press releases and other communications pieces. Seeking out new opportunities for clients.
4. Events and Promotions	<ul style="list-style-type: none"> Management and organisation of events. Development and handling of promotional opportunities.
5. E-Mailings and Newsletters	<ul style="list-style-type: none"> Planning, scheduling and implementation of press and trade e-mailings. Management of distribution lists for both press and industry PR contacts as they relate to clients.
6. Research	<ul style="list-style-type: none"> Use of the Internet for research purposes.
7. Budgets and Hours	<ul style="list-style-type: none"> Ensuring that expenditure is tracked and set budgets are adhered to. Ensuring that wherever possible expenditure is charged back to clients and that client financial policies are followed. Management of time input to client accounts, ensuring that hours input are not significantly higher than hours paid for by clients.
8. Staff Responsibilities	<ul style="list-style-type: none"> Recruitment and related staff responsibilities including training, grievance and disciplinary procedures, annual staff appraisals and personal development programme, in association with the Chief Executive and the Director of PR.
9. New Business Development	<ul style="list-style-type: none"> Follow up of new business opportunities that might arise, to maintain and expand the business in association with the Director of PR and senior management team. Assistance with creation of new business proposals.