



**JOB DESCRIPTION: PR ACCOUNT MANAGER**

**Name:** Reporting To: Director of PR/Account Director(s)

Main Role:  
 Proactive implementation of clients’ agreed programmes of work.  
 Client service.  
 Liaison with traditional and digital media to actively promote the interests of clients.  
 Role reports to Director of PR (and PR Account Directors for relevant clients) who will provide assistance with strategic issues.

TASKS	PERFORMANCE CRITERIA
1. Account Management	<ul style="list-style-type: none"> <li>• Day-to-day communication with clients to ensure smooth running of the account and open lines of communication.</li> <li>• Development and presentation of annual programme of work and necessary budgetary support documentation.</li> <li>• Constant development and updating of personal knowledge of clients’ product and internal policies.</li> <li>• Execution of agreed programmes of work within contracted hours.</li> <li>• Ensuring that expenditure is tracked and budgets monitored and managed.</li> <li>• Ensuring that expenses are charged back to clients correctly and clients’ financial policies are followed.</li> <li>• Management of time input to each client’s account, ensuring that agreed hours are delivered.</li> <li>• Ensuring that required regular reports (whether monthly or quarterly) are completed and sent to clients in a timely and accurate manner.</li> </ul>
2. Account Handling	<ul style="list-style-type: none"> <li>• Dealing with enquiries from media and trade contacts.</li> <li>• Proactively selling stories and itinerary ideas to media targets through face-to-face meetings, attendance at networking events and regular communication.</li> <li>• Researching angles and writing press releases and other communication pieces.</li> <li>• Online PR and social media marketing campaigns.</li> </ul>
3. Events	<ul style="list-style-type: none"> <li>• Management, organisation and hosting of events.</li> <li>• Attendance at trade and consumer shows.</li> <li>• Manning clients’ stands at exhibitions as required, providing information to visitors, trade and media and promoting the clients and their products.</li> </ul>
4. Press Trips	<ul style="list-style-type: none"> <li>• Selling in different feature angles to media to secure their involvement in press trips.</li> </ul>

	<ul style="list-style-type: none"> <li>• Organisation of itineraries for press trips, liaising with clients and third parties as required.</li> <li>• Smooth administration of all required paperwork.</li> <li>• Making all travel arrangements for participants in trips.</li> <li>• Escorting group press trips and TV shoots. This can often include the following responsibilities: Driving overseas, early mornings and late nights, internal flights, hosting dinners and events, taking part in sporting activities, providing guidance and advice.</li> <li>• Ensuring exemplary follow up to ensure articles are delivered to agreed briefs and timescales, with the correct call-to-action information.</li> </ul>
5. Promotions and Special Projects	<ul style="list-style-type: none"> <li>• Researching, evaluating and implementing promotional and sponsorship opportunities in line with clients' objectives, and with consideration of brand values and guidelines.</li> </ul>
6. Mailings	<ul style="list-style-type: none"> <li>• Planning, scheduling and implementation of press mailings, as appropriate.</li> <li>• Management of mailing lists for both media and trade contacts on behalf of the agency and its clients.</li> </ul>
7. Research	<ul style="list-style-type: none"> <li>• Use of the Internet and other resources for research purposes.</li> </ul>
8. New Business Development	<ul style="list-style-type: none"> <li>• Making use of industry contacts to develop KBC's reputation and client base.</li> <li>• Assistance with idea generation, research and presentations for new client pitches.</li> </ul>
9. Creativity	<ul style="list-style-type: none"> <li>• Fully participating in brainstorming/ideas sessions held by the agency for both existing and prospective new clients.</li> <li>• Initiating new projects to fulfil client objectives and benefit the agency.</li> </ul>