



Liz Lean PR - Account Executive

Do you fancy working for Dorset's best known PR agency – with the finest view in the county?

Liz Lean PR is looking for an efficient and organised graduate who has a passion for public relations and all things digital. You'll command excellent customer service skills, be highly presentable and hard working.

Liz Lean PR has a strong reputation for professionalism, a can-do attitude and excellent results across our varied portfolio, from media and stakeholder relations to marketing, crisis management and events.

Main responsibilities:

- Liaise, in conjunction with the account managers, on a daily/weekly basis with clients and media, via email or telephone.
- Write and distribute press releases and feature articles, as directed by the account managers.
- Work as part of the account team to develop client proposals and implement PR activity.
- Research and develop media lists.
- Prepare regular client reports and attend, where necessary, in conjunction with the account managers, client meetings to assess the progress of the PR campaign.
- Collate and analyse media coverage, preparing AVE reports.
- Take responsibility for client accounts. This may involve such activities as attending events on your own and supporting the client.
- Co-ordinate and, when necessary, take location photography.
- Work with account managers to manage the PR aspect of a possible crisis situation when appropriate.
- Advise and/ or run clients' social media accounts, as directed by account managers.
- Keep abreast of developments in social media and how LLPR can use these to provide an excellent, forward thinking service to our clients.
- Help with organising and attending events, including press conferences and promotional events.
- Provide PR support to LLPR, including networking, LLPR's social media accounts and blog, and any other work as required.
- Provide project support across the company as and when required.
- Provide general support to account managers, undertaking any ad hoc duties or projects as required.

- Any other duties, as required by senior account manager.

Personal attributes of the account executive:

- Degree in PR and Communications or related subject
- Self-motivated, enthusiastic, assertive, confident and a good team player
- Be able to juggle multiple projects and deadlines
- Excellent written and verbal communication skills
- Knowledge in digital marketing and social media desirable
- Agency experience desirable
- Event management experience desirable
- Monday to Friday 9am – 5:30pm with 1 hour lunch break
- Permanent, full-time
- Salary dependent on experience
- An opportunity to further develop into account management
- Beach parking permit
- Office location in Sandbanks, Poole
- No agencies please