



LIZEAN

PUBLIC RELATIONS

Agency Director

FT/0.8 may be considered

Salary: Dependent upon experience

Liz Lean PR is looking for an outstanding Director to support future growth of the business.

About Liz Lean PR:

We've been nailing PR and communications for 20 years, from our stunning base in Sandbanks with an unbeatable seaside view. Led by our energetic founder Liz Willingham, we're now the South Coast's leading PR agency with an enviable client base and unbeatable black book of contacts.

We specialise in helping national brands build a strong, authentic local presence, uncovering the local heartbeat of their business and putting down roots for long-standing community relationships. We are also developing our work across integrated communications, ensuring our campaigns cover all the relevant platforms and tactics relevant to audiences today. From healthcare to restaurant launches, renewable energy to a cinema chain, we've given big businesses the local touch across a variety of sectors.

All our clients are individuals, so that's how we treat them. We get under the skin of each brand we work with, developing bespoke communications strategies to meet their objectives – and we work flat out to make them happen.

About the job:

We're looking for a hard-hitting, senior communications professional with commercial sense to support the team in delivering above and beyond, as well as working alongside our Managing Director to enable her to continue doing what she does best.

It is crucial that we find the right person for this role who understands our agency culture. Based on this, a 0.8 contract (4 days a week) for the right candidate may be considered.

Ideally, you'll have experience managing a communications and marketing team in a target-driven environment, as well as strong understanding of the role PR agencies play in the wider communications sector. We're also looking for someone who understands how PR will continue to grow and evolve in an ever-changing media landscape, from digital tactics to the 24-hour news agenda.

Reporting to the Managing Director, example duties include:

Leading the team:

- Supporting the management team including Senior Account Managers to assigning client accounts and monitoring their progress and efficiency with the Account Managers.
- Oversee and support the management of HR functions – staff appraisals, one-to-ones, managing performance of team and ongoing training to make our staff the best they can be.
- Support recruiting and building our existing team alongside our Managing Director

Business Development:

- Developing new business proposals, scoping out opportunities for new client wins and maximising opportunities with our existing client base.
- Researching and developing aspects of the business within digital and integrated communications, ensuring our client strategies are relevant, effective and deliver tangible business results.
- Support our Managing Director and in-house team with the marketing and communications strategy for Liz Lean PR.

Finance:

- Be proficient in the handling of data, managing time management and billing
- Support the Managing Director with developing financial reporting systems to enable confident decision making.
- Support management of financial processes between staff and suppliers, eg invoice runs, purchase orders.

KPIs for success in this role:

- Supporting the Managing Director with implementing sustainable growth plans for the agency including geographic expansion.
- Support the team to maintain high client retention. We pride ourselves on building exceptional relationships with our clients, becoming an extension of their team.
- Future proofing: Making recommendations for service development and new areas to build alongside our excellent reputation in media relations, marketing and event management.
- Maintain the existing healthy team culture to maximise ability and capacity.

Essential and Desirable Skills

Essential

- At least six years' working in public relations, marketing, or integrated communications, ideally in an agency or relevant in-house.
- At least six years' experience holding a portfolio of client accounts, managing multiple projects to challenging deadlines.
- At least four years' experience managing a small team
- Commercial understanding of the balance between running a cost-effective business and meeting and exceeding client expectations
- Excellence in writing and content creation

- Understanding the future of the PR and communications industry

Desirable

- Digital marketing skills and experience
- Accredited or Chartered with a relevant professional body – CIPR or CIM
- Understanding and experience of working with financial reporting – P&L, profitability, managing capacity and systems including Xero

Other benefits:

Seaview from the office

Striking distance of Rick Stein's restaurant and Sandbanks' beautiful beaches

Paddle boarding on your doorstep with SUP's ready to go

Office dog for fur therapy