

JOB DESCRIPTION

Position: PR Account Manager

Date: June 2009

Job Purpose: To plan and implement client PR and marketing programmes in a result-oriented manner and in line with the client's business strategy. To nurture existing client relations and develop new business as part of a team effort to further the growth of Communicate IT.

Specific Responsibilities:

- Manage day-to-day client contact to secure a positive and long term agency/client relationship;
- Plan, deliver and implement a strategic and convincing programme of proven PR and marketing activities and events in an effective, expedient and professional manner;
- Ensure client work (press releases, case studies, articles, web & blog content, media liaison, events, marketing material, direct mail campaigns, strategies, etc.) is delivered in line with the agreed strategy and to client expectation;
- Manage the content and production of creative marketing and communication materials;
- Project manage events and if required delegate external tasks to reliable high-value contractors (venues, lighting, themers, speakers, MC, entertainers, etc);
- Co-ordinate photographic, design, print, web and other third party support as required;
- Write, distribute, and follow-up media for all corporate press releases and articles;
- Seek and co-ordinate all premium publicity opportunities (national and international where appropriate), including regular media liaison and feature tracking;
- Analyse, clip and forward to client relevant media coverage and help ensure media databases are kept up to date;
- Evaluate results for each client and ensure that these results relate favourably to the client objectives and fee income;
- Generate on-going sales revenue by identifying and acting upon new business development opportunities at all times, which will directly increase the agency's income and profitably;
- Promote range of agency services to existing clients in order to maximise cross-selling opportunities;
- Ensure the standard of work reflected in all tasks undertaken is of the highest possible quality;
- Manage the PR aspect of a possible crisis situation.

General Responsibilities:

- Assist with proposals, estimates, invoicing, newsletter, and other Communicate IT literature;
- Manage corporate awareness raising activities where possible (ie. presentation and networking events);
- Establish personal credibility with top recommenders, building linkages, especially with local businesses, the technology industry and all media.
- Log and calculate all billable time using existing time management software;
- General administration, keep informed of industry updates and news that might affect or benefit clients, database updates, keep filing up to date and desk and office tidy.

Core competencies:

- Demonstrate excellent writing ability;
- Demonstrate excellent foresight, strategy, consultancy and negotiation skills in dealing with clients (existing and potential) and external suppliers;
- Manage client activities professionally and with minimal supervision;
- Identify and respond to new business opportunities;
- Manage time effectively and within budget;
- Help motivate and build team spirit;
- Make effective presentations.