

PR Senior Account Manager/ Account Director

We are looking for a PR Senior Account Manager or Account Director to join our growing PR and content team. With a pipeline of new clients, this is an excellent opportunity for an experienced PR professional to really make their mark.

Working with a range of established and challenger B2B brands, the scope of our PR and content activity runs from managing large scale reputation campaigns with national and trade media, through to targeted digital content campaigns focused on lead generation.

We expect that you will have relevant experience at a similar level either agency or client side. It's important that you can demonstrate strong experience in working successfully with technical B2B clients; this could be across any sector but a background in construction or tech would be an advantage.

In particular, we are looking for candidates who have the potential to be strategic, can provide creative solutions to problems and above all are dependable.

Some of your responsibilities will be:

- 1. To manage the strategy of, relationship with, workflow and profitability of Clients/Contacts that are assigned to you.**
 - a. Understand and respond to the Clients' business, communications strategy and objectives. Obtain business data and market information from the Client and from the competitive environment to ensure that the Agency is fully immersed in the Clients' business.
 - b. Debate the strategic direction of any brief with your Client. Understand the wider objectives of the brief and suggest alternative routes that the Client may not have considered.
 - c. Take full responsibility for projects assigned to you, from managing timings and budgets, through to Client liaison, briefing and invoicing. Make sure that the Account Lead knows what's going on, and approves key documents such as briefs and creative work.
 - d. Manage projects in a proactive way, positioning the Agency as a key strategic partner, taking an active interest in all aspects of Client business.

- 2. To gain profitable business from new Clients.**
 - a. Promote the Agency wherever possible, identifying leads and pursuing them effectively.

- 3. To foster your own personal development through training.**
 - a. Identify your own weaknesses before others do and suggest training that will strengthen these areas.

Salary will be related to experience and benchmarked against market value. A pension contribution of 5%, 25 days' holiday, plus bank holidays and Christmas closing are also on offer.

We also offer flexible start and finish times to allow for childcare etc.

The clients that we work with expect us to add value to their business. We do this by providing solutions that are more effective than they can produce themselves. Therefore, it is important that team members are interested in and enjoy their work and are motivated to constantly develop. For this reason, we provide regular training (both internal and external) ranging from 1 hr. seminars to degree level qualifications and beyond.

To make an application please send a covering letter/email/note to Alex Swann saying what you could bring to Lesniak Swann, together with your CV.

If you are sending your application by email please send it to alexs@lesniakswann.com

In the covering letter/note please make sure that you say how much you want to earn and confirm that you can drive and have access to a vehicle.