

PR Account Manager

Do you have an impressive track record in PR? Are you looking for the next step in your career?

Lesniak Swann is a specialist B2B marketing and PR agency based in Stoke-on-Trent. Following several recent client wins, we have a new and exciting opportunity for an experienced PR Account Manager to join our growing PR team.

You will be responsible for providing expert PR skills to a wide range of B2B client accounts within a busy and fast paced agency environment.

This is a client facing role and as PR Account Manager you'll work across all accounts, managing client deadlines, planning, and consistently coming up with ways to add value, and exceed expectations.

This role offers lots of variety including PR, social media, digital marketing & content. As the main point of contacts for key clients you'll confidently respond to client briefs and support wider client objectives with proposals for renewed or new PR/Reputation activity.

What we're looking for

Ideally 4/5 + years' experience with at least a year gained in an agency environment, you'll be a strategic thinker with creative flair. As a modern-day PR professional, you'll have proven digital PR/marketing skills, social media know-how and content production experience, and be used to selling-in and talking to media contacts. You must be a strong communicator with exceptional organisational skills, and have experience of delivering multi-channel PR campaigns.

As PR Account Manager your responsibilities will include, but not be limited to:

- Forming strong relationships with clients and providing expert PR and digital knowledge
- Managing multiple campaigns daily and being the primary contact for a portfolio of accounts
- Ensuring the full lifecycle of account work is delivered both in a timely manner and to a high quality
- Present strategies and ways to achieve the highest quality results possible for clients, within budget and on time

In return we offer:

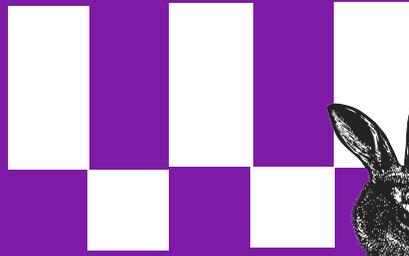
- Salary related to experience and benchmarked against market value.
- A pension contribution of 5%
- 25 days holiday and extra days for Christmas closing. Plus bank holidays and additional holiday for charity work
- Flexible working with 50% of time spent in the office

Plus a range of training and development opportunities including regular courses (both internal and external) ranging from 1 hr. seminars to degree level qualifications and beyond. We will also encourage you to obtain the CIM Certificate in Professional Marketing if you don't already have it.

To make an application please send a covering letter/email/note to Alex Swann (alex@lesniakswann.com) saying what you could bring to Lesniak Swann, together with your CV. In the covering letter/note please make sure you say how much you want to earn and confirm that you can drive and have access to a vehicle.



How we help our people enjoy the 'work'.



campaign
BEST PLACES
TO WORK 2021

Freedom & responsibility

We believe in trusting people to do the job they are paid for. We give you the knowledge, understanding and tools you need. We then trust you to make – and be responsible for – your own decisions.

Everyone has input into our internal processes and systems. We expect you to have opinions and we want to hear them. We believe the team should know about the company's performance and go through quarterly updates with all team members.

You'll be encouraged to treat work-time flexibly. And we'll give you the training and guidance to do that effectively. Some of our people work from home most of the time. One even worked from Germany for a while and others, shocking in the modern world really, turn up every week day at 9.00am.

Because we enjoy the work we do, we do it well. And we try our best to ensure we continue to enjoy it. This doesn't mean that every day is 7.5 hours of fun and laughter. Some will be stressful, tiring and long. But others will be fabulous, and most are pretty good.

Wherever you are, we want everyone to feel a sense of responsibility, to share knowledge, to support each other and to help our clients exceed their objectives.



Training and development

We'll support you to do your job the best you possibly can. We want you to constantly develop your skills and extend your potential. Professional development is an annual KPI for all our people, and you'll receive a personal budget to spend on training to develop your skills.

Throughout the year, we also run general training courses open to clients and staff, on skills like proofreading, storytelling and presentation skills. Each month we have a full team lunch to share learnings between teams.

Every year, you'll have a two-stage review. The first stage looks at the past year; the second stage looks at the year ahead. You'll also have monthly one-to-ones with your manager to discuss any decisions or tasks you've struggled with, what work has interested you, what has gone well, and many other things.

We want you to grow and move beyond the role you are in. We want you to know the client and their market. And we want you to understand enough to challenge them.

Real life and rewards

Our standard holiday allowance is 25 days plus bank holidays. On top of this allowance we close for Christmas and we give you time to attend children's school events or other family occasions. When the firm does well, we want you to do well. So if the agency hits its targets, we automatically pay a bonus to those employees who have hit their target, too.

Our charity work is time matched by the firm meaning that if you give up your own time to raise money for the chosen charity we will give you the time back.

Finally, because we want you to grow old comfortably, we pay 5% into a pension scheme.

**TO HELP ATTRACT
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BEST PEOPLE, WE
PAY AT THE TOP
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PAY SCALES FOR
OUR INDUSTRY**