



LK COMMUNICATIONS

PR ACCOUNT DIRECTOR

We're Hiring! Is this YOU?

Are you looking for an exciting new challenge...to lead on a number of local and international brands and be part of a fast-paced, multi-award-winning team? We're on the hunt for a PR Account Director with exceptional PR skill, flair and passion. Is this YOU?

Who we're looking for

LK Communications is a fast-paced, award-winning consultancy with a reputation for excellence and a diverse and exciting client portfolio. We are looking for a highly driven PR Account Director to join our team. This is a fantastic opportunity for a rewarding career in a successful agency.

- **You're a Team Leader:** You're a great team leader. You thrive leading a busy team and environment, whether managing and supporting junior members, or assisting and reporting to the Board of Directors. You contribute positively to the team's well-being and its success. You care passionately.
- **You Lead Accounts:** You take full ownership of the accounts you work on ...developing, delivering, foreseeing and exceeding their needs at all times. You lead, direct and support your team in the delivery of same. When you run an account, it soars.
- **You're SMART:** You are commercially astute. You can help drive our business growth, manage budgets, meet targets, and support our clients' business and organisational objectives.
- **You're Client Driven:** You know our clients' business, their environment, their objectives and their needs, inside and out. You communicate effectively with them, in person and on paper. You are a highly experienced consultant. You provide solutions. Your clients listen to you. You talk their language.
- **You Can Write Compelling Copy:** When you put pen to paper, you say something, and you say it well. Whether it's a press release, opinion piece, reactive statement to a client crisis or new business proposal, you can write for all media platforms, old and new, and for all audiences, with a particular strength in consumer. Your copy is clever, creative and on message.
- **You Have Great Ideas:** You know the power of ideas. You know they can solve a problem, make a story work... sing... land; make an audience notice and care. You are creative and bring new ideas to the table.
- **You're a Networker:** You have a large network of professional contacts and you can influence them. You're proud and passionate to represent LK at networking events, as a senior ambassador for the agency.



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- **You See It Through:** You get results for your clients and you don't hang about. You take ownership of your work, and accountability. You start a project and you see it through, successfully, in a timely fashion.

Key Responsibilities

- Lead multiple PR accounts, delivering pro-activity, responsiveness, creativity and problem-solving
- Lead a PR team in a busy environment, contributing positively to the team's well-being and its success. Manage and support junior members whilst assisting the Board of Directors
- Be your clients' strategist and their champion – anticipate their needs, seek and create unique opportunities for them, generate results and outcomes that exceed their expectations and trouble-shoot on their behalf
- Develop and lead highly targeted and holistic PR strategies, plans and tactics across traditional media, social media and the wider marketing spectrum
- Produce journalist-quality and compelling content and copy to meet all client/Agency needs (news releases, statements, editorial/features, strategy documents, new business proposals, web and marketing copy)
- Provide first-class media relations and engagement when required
- Identify and develop new business opportunities to help drive our business growth and support clients' business and organisational objectives
- Be involved in the setting and management of annual budgets with clients and the Agency
- Ensure achievement of revenue targets
- Fully support the Directors in the delivery of all duties
- Be committed to the ethos, aims and objectives of the Agency

Personnel Specification
Job Title: PR ACCOUNT DIRECTOR

	Essential	Desirable
Qualifications/ Attainments	3 rd Level qualification.	Degree in business, communications, marketing, journalism – or credible alternative. Evidence of commitment to personal development. Membership of professional body.
Relevant Experience	Minimum three years' experience in a management role within a communications, media or industry-related environment.	Previous experience as an account director within a PR Agency. Experience Consumer PR & B2B. CIPR Pride Awards recognition.
Special Aptitudes	Strong entrepreneurial flair. A motivational and inspiring team leader. Demonstrably excellent writing skills. Compelling & creative presentation skills – oral and written. Excellent media and professional contacts. Strong social media and online experience. Strong creative insight, flair and application. Excellent business acumen and time management skills. Ability to drive and develop new business.	
Physical Requirements	General appearance must be presentable.	
Disposition	Entrepreneurial, self-motivated, confident, enthusiastic, target-focused and results-driven, dependable, interrogative, deadline-driven, highly personable with excellent people skills.	
Circumstances & Interests	Flexible. Hold a current & valid full UK driving license with full access to a vehicle.	



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Additional information:

Closing date: the closing date for CVs will be at 12noon on 22nd May 2019. Late CVs will not be considered.

Shortlisting: only candidates who clearly demonstrate how they meet the essential criteria will be shortlisted. The panel reserves the right to apply all or part of the desirable criteria at the shortlisting stage.

Reserve list: a reserve list of candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within 12 months of this recruitment process.

Employment offer: any employment offer is subject to satisfactory completion of two employment references, proof of right to work in the UK and proof of any required qualifications.