

## PR Client Director

Reporting to:	-	Senior Client Director/Board Director
Location:	-	Pavilions Office Park, Hollywood
Main Function of Role:	-	Pro-active, effective, creative and accountable management of varied client account portfolio; strategic communications planning; support and development of PR team; new business generation.

### KEY RESPONSIBILITIES

- **You Can Write:** When you put pen to paper, you say something, and you say it well. Whether it's a news release, photo caption, advertorial, or social media post, you can write for all media platforms and for all audience. Your copy is clever, compelling 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. You bring something new to the table.
- **You Know Your Media:** You can pitch a story, secure placement, scope an opportunity, or manage an issue. You know who the media are – and they know you. You have a keen interest in the news agenda and have your finger on the pulse of new and emerging stories 24/7.
- **You See It Through:** You get results for your clients and you don't hang about. You take ownership of your work, and take pride in your successes. You confidently manage projects end to end and you know how creativity and commerciality work together.
- **You're Driven:** You don't wait for someone to tell you what to do – you take the bull by the horns. You're adaptable, resilient and hugely ambitious. You don't settle for 'good enough'.
- **You're Strategic:** You are a strategic thinker and have experience in developing communications strategies. You understand the value of research and data insights and you use every available resource to create outstanding PR plans that pack a real punch and deliver on objectives, every time.
- **You're a Problem Solver:** You're solutions-focused – you overcome challenges to deliver incredible results. You can spot problems and come up with smart, creative solutions.
- **You're Engaging:** You have experience in managing multiple stakeholders and clients. You know how to talk their language and how to get the best from them.
- **You're SMART:** You are commercially astute. You can manage budgets, meet targets, help drive our business growth, and support our clients' business/organisational objectives.

- **You're an Opportunist:** You can spot opportunities for existing clients and know how to turn them into deliverable results. You have experience in identifying, pitching and winning new business across different sectors. You're hungry for more.
- **You're Social:** And we don't mean just friendly. The digital space is everything and content is king. You can come up with great ideas and initiatives, the kind that get traction and mobilise audiences, and you know where, how and with whom to place them.
- **You're Client Ready:** You know your clients' business, their environment, their objectives and their needs. You communicate effectively with them, in person and on paper.
- **You're a Team Player:** No really, you're a great team player. You thrive in a busy team environment, whether managing and supporting junior members, or assisting and reporting to senior members. You contribute positively to the team's well-being and its success.

### Personnel Specification

	<b>Essential</b>	<b>Desirable</b>
Qualifications	Graduate calibre combining industry-related / professional qualifications.  Evidence of commitment to personal development.	Membership of professional body.  Accredited CIPR practitioner.
Experience	Minimum four years' experience in a communications role, agency or in-house.  Experience in a management position, preferably within a PR Agency.	Communications experience with CIPR Pride Awards recognition.  Experience of writing for an external publication.
Skills	Excellent written and oral communication skills. Confident presenter. Understanding of what makes great PR and how to secure coverage across all media channels. Experience in identifying, pitching and winning new business. Evidenced experience of planning, developing and delivering PR campaigns end to end. Strong grasp of the political and business landscape in Northern Ireland.	



LK COMMUNICATIONS

	<p>Excellent grasp of metrics across strategy, campaign planning and evaluation. Experience of managing multiple stakeholders. Excellent budget and team time management skills, ensuring profitability. Creativity. A nose for the news and the wider macro environment – and how this impacts clients. Digitally savvy. Strong research skills. Strong leadership and management qualities. Strong attention to detail and exceptionally high standards.</p>	
Characteristics	<p>Organised. Self-starter. Confident. Enthusiastic. Persuasive. Self-aware. Resilient. Solutions-focused. Target-focused and results driven. Dependable. Interrogative. Deadline driven.</p>	
Other	<p>Hold a current &amp; valid full UK driving licence with full access to a vehicle</p>	