

Anita Morris Associates

Public Relations

Job Title: **Account Executive (Digital Content)**

Location: **Anita Morris Associates Ltd, Ilkley**

Salary Scale: **£21k - £25k (depending on experience)**

Hours: **Full Time (37.5 hrs per week)**

Holidays: **25 days plus Bank Holidays**

Contract: **Permanent**

Reports to: **Managing Director**

Main purpose: To create engaging, original written and visual content for use in clients' campaigns. The role will include research, planning, publishing, delivery, monitoring and evaluation of social media, digital and mainstream media campaigns, as part of an integrated team. We're a public relations agency that works across mainstream media, social media and digital channels and the emphasis of this role is on content creation for use in social and digital media, but also involves working on mainstream media campaigns.

Key contacts: Clients, client customers, project partners, suppliers, journalists and mainstream media contacts.

Key requirements

- With an insatiable appetite for every kind of media, you will be results driven, with a track record of delivering effective communication campaigns.
- Minimum of 2 years' experience within a communications team or similar social media, digital, media relations role.
- You will be a confident communicator with good listening skills, someone who can engender trust with clients, colleagues and key contacts.
- You will have excellent writing skills, with experience of writing in a range of technical and creative styles.
- Good grammatical skills are essential.
- Visually literate, with the skills to create and edit excellent digital photography and videography for use in social media; briefing third party image creators, when required.
- Must have an understanding of delivering communications campaigns and be confident in taking a brief to the highest standard whilst working to deadlines.
- Flexibility of hours to suit the workload, some of which might require working at events at evenings/weekends.
- Is actively seeking to learn and develop, willing to share and mentor others within the agency where appropriate (interns or more junior staff).

Specific tasks

- Planning content for earned and paid social media and targeted digital campaigns, using the most effective channels to communicate with multiple audiences.
- Researching, creating, curating and programming social media content, relevant to a range of platforms.
- Produce social media content calendars with speed and accuracy.
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Anita Morris Associates Ltd., Registered in England 6023762

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Public Relations

- Engaging with audiences in social channels.
- Monitoring and evaluating digital, social and mainstream media campaigns; producing reports to inform clients and shape future strategy.
- Researching, producing and editing mainstream media materials, including pitches, media releases, briefing documents, Q&As, case studies etc.
- Securing approval of relevant clients and partners.
- Researching, producing and editing content for owned media channels including websites, e-flyers, blogs, print and bought media channels.
- Researching media lists and influencers' working histories to support the planning of clients' campaigns.
- Monitoring and evaluating the success of mainstream media, social media and digital campaigns, accurately logging results, analysing data and providing insight to campaign development.
- Project managing smaller client campaigns, from start to end, with the support of senior team members.
- To keep up to date with industry development trends in media and public relations and bring an informed perspective to the business.
- To maintain professional, happy and effective relationships with clients and other contacts.
- To attend client meetings.
- To attend training courses as appropriate.

Personal style, skills and behaviour

- Develops trust with an engaging, collaborative and inclusive way of working
- Communicates effectively to a wide range of audiences
- Naturally collaborative, works well within a team but also be able to work independently
- Display a keen interest in public relations and a good understanding of the media environment in which we work.
- Self-motivated and well organised.
- Able to work on multiple projects and demonstrate good time management skills.

Essential skills

- Competent application of Adobe Premier Pro, Canva/Visme to produce consistently strong photography, video and artwork for in-house and client-facing work, including social media and public platforms.
- Competent application of LinkedIn, Instagram, Twitter, Youtube.
- Competent in Microsoft Office applications: Powerpoint, Sharepoint, Word, Excel, Teams
- Competent in Hootsuite/social media programming applications.
- Competent in Mailchimp
- Working knowledge of WordPress to support the maintenance of websites.

Desirable skills

- Driving Licence will be beneficial as there will be some travel required to gather content, to assist on photoshoots and represent AMA at events.