

Communications Consultant (CC)



Overview of the role: The CC is an established and experienced member of the account team. They lead the account and are the go-to person for the client and, more importantly, they are viewed as a trusted advisor. The CC is someone who knows what is going on at all levels of the account (high-level down to the minute details). They oversee, manage and advise the team, and take an active role in coaching junior staff. They are responsible for hitting KPIs and work as a team to ensure this is done. They confidently advise the client on all account activity including bigger projects and strategy (with the support of SCC and Associate Directors).

Job type: Permanent, full-time



RESPONSIBILITIES / REQUIREMENTS

Account coordination/management: Expected to be the day-to-day lead on all of their accounts. They will be responsible for ensuring that everything that needs to happen to hit KPIs happens on time and developing clear objectives that are aligned to organisation objectives. They will feel invested in the account and responsible for hitting the KPIs. They will be comfortable owning day-to-day client communications and will make sure that all emails are addressed in a timely manner and all deadlines (external and internal) are met within the team. A CC will be comfortable managing up and down, which means briefing both junior and senior members of staff on coordination tasks and chasing on deadlines. They will review actions and agendas and other client facing work before it is sent.

Media relations: While the CC will oversee the press office function on their accounts, they will be expected to lead by example and coach the team on how to approach media relations efforts. The CC will coach the team to play a more strategic role regarding media relations, for example they will encourage the team to identify fresh angles, stories and opportunities that align with the clients' objectives, on an ongoing basis, ensuring that media relations efforts continue to evolve and thrive. They will encourage the team to think "outside of the box" and lead conversations and brainstorming. They will ensure that the team is on top of newsjacking opportunities in a timely manner.

Writing: Will be responsible for overseeing bylines plans and editing content. Is well versed and practised with PR writing styles and formats, for example can not only draft a pitch, a press release and social content with minimal edits. They can support, advise, coach and edit these materials and will feel confident in approving materials and signing off when they are client ready.

Industry knowledge: A CC will have good industry knowledge and will be able to explain concepts and advise more junior members of the team on what that means for the agency and their clients. They will be comfortable in joining webinars, industry events, media meets etc.

Line Management: CC can clearly define timely objectives and is proactive in seeking feedback, learning, and setting meetings and regular check-ins with their line manager. They have line management responsibilities.

New Business: Expected to support new business, contribute to the media relations and ideas portion of the deck and take part in brainstorming, during the pitching process. Is also expected to present in a new business pitch.

Agency-Wide Initiatives: A CC should be continuing to have conversations with their line managers about carving out a niche or area of interest within the agency that they can contribute to. They are expected to be presenting learnings and lunch and learns to the team, leading brainstorms etc.

Organisation: Organisation is important and expected at every level within the agency. A CC will be expected to answer emails in a timely manner, manage their schedules/calendars and be on time for meetings and make and meet internal and external deadlines.

Broader marketing knowledge: A CC will be able to offer comprehensive counsel relating to wider marketing specialities including SEO, PPC, lead generation and social media marketing. They should understand how these practices work together and be able to advise on how HN can support in each area.

Attitude: All consultants will be responsible for setting the tone on accounts, and also within the agency. They will lead by example and exude and encourage an environment of proactivity, accountability and positivity.



HOW TO APPLY

To apply for this job, send a link to your LinkedIn profile to paul@hardnumbers.co.uk

No need for a full CV – your profile has everything we need!

Don't worry about a full cover letter, either. 2-3 sentences in the body of the email on what's important to you in your next role is all we need. Please pop the job title in the subject.

Salary: £37,800 - £47,250

