

Junior Communications Consultant (JCC)



Overview of the role: The JCC plays a pivotal role on the account, as they will now be expected to start managing junior members of the team and advising on the account processes. They will take on responsibility for hitting KPIs. They will be able to advise the client on regular account activity and news announcements and they will be expected to start to contribute to bigger projects and strategy across their accounts. They should be participating in planning sessions and idea generation.

Job type: Permanent, full-time



RESPONSIBILITIES / REQUIREMENTS

Account coordination/management: Can own a small account on a day-to-day basis, ensuring everything that needs to happen to hit KPIs happens on time and that works meets the client's wider organisational objectives. A JCC will be comfortable, but also take ownership of owning day-to-day client communications. They will be comfortable briefing more junior members of staff on coordination tasks. They will lead on most of their accounts. They will review actions and agendas and other client facing work before it is sent.

Media relations: Can own a press office function on a medium account and will be comfortable running a sell-in. They will be able to brief a third party (i.g. partner, customer) and work with them independently on an announcement. They will brief more junior members of the team on media relations tasks and lead by example by securing quality coverage and coaching team members. They will be accountable for ensuring that the team is monitoring the media and all coverage or relevant news is sent to the client as it surfaces.

Writing: Can fully own the production of bylines, pitches, and press releases. This includes coming up with ideas, briefing and reviewing more junior team members' work. A senior team member may quickly review writing as a fresh pair of eyes but limited edits are expected.

Industry knowledge: A JCC will have a good working industry knowledge but will be interested in developing their verticals knowledge further by seeking out webinars, industry events, media meets etc. They will be able to advise on relevant client news and newsjack opportunities.

Line management: JCC can clearly define timely objectives and is proactive in seeking feedback, learning, and setting meetings and regular check-ins with their line manager. Will not have any line management responsibilities.

New business: They will be expected to present in a new business pitch and able to put together sections of a proposal with little guidance.

Agency wide initiatives: A JCC should be starting to communicate 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 JCC 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 JCC will be able to advise clients of the opportunities with the other specialities within marketing for example SEO, PPC, lead generation and social media marketing. They should be able to advise on best practice social media marketing and have a working knowledge of SEO principles and website optimisation.

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: £33,600 - £37,800

