

# Senior Communications Associate (SCA)



**Overview of the role:** The SCA is an established member of the account team that is able to efficiently manage and advise on account processes while taking on responsibility for hitting KPIs. They are able to advise the client on regular account activity and news announcements but will seek advice on bigger projects and strategy.

**Job type:** Permanent, full-time



## RESPONSIBILITIES / REQUIREMENTS

**Account coordination/management:** Expected to successfully be the day-to-day lead on 1-2 small accounts or lead a core workstream of a large account. They will feel invested in the account and accountable for hitting the KPIs which meets the client's wider organisational objectives. If accounts are in danger of not hitting KPIs they will flag this in good time to a senior team member, detailing the solutions they propose. They will be comfortable owning day-to-day client communications and will make sure that all emails are addressed in a timely manner. A SCA will be comfortable briefing more junior members of staff on coordination tasks. They will review actions and agendas and other client facing work before it is sent.

**Media relations:** Will own a press office function on a small account and be comfortable running a sell-in for a news announcement. They will also be able to successfully brief more junior members of the team on media relations tasks and be responsible for ensuring the coverage and relevant articles are monitored and shared with clients as soon as they surface.

**Writing:** Can formulate ideas for bylines, create a plan and draft the content (byline). Is familiar with PR writing styles and formats, for example can draft a pitch, a press release and social content. Moreover, they will understand the purpose of each piece of content (PR, Blog, pitch note). They will be expected to draft a byline with a lighter brief (and approved byline plan) for example. Some edits are to be expected on most writing tasks, but a SCA will be resourceful in finding information and with support and direction, identifying the angle and tone.

**Line management:** SCA 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:** Expected to support with research, contribute to the media relations 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 SCA should be communicating with their line managers (or have already done so) 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. An SCA 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:** An SCA will understand the different practices within marketing and 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 be seeking to improve their knowledge of the other areas.

**Attitude:** Open and eager to learn from feedback. Is proactive and keen to progress. Has a willingness to work / put up hand and ask questions. Respects all team members and is a team player.



#### HOW TO APPLY

To apply for this job, send a link to your LinkedIn profile to [paul@hardnumbers.co.uk](mailto: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:** £29,400 - £33,600

