

Communications Associate (CA)



Overview of the role: The Communications Associate will be a key part of the account team and will do a lot of the day to day administrative tasks on the account as well as research and media relations. They will be expected to be curious, resourceful and interested in learning as much as possible so that they can both efficiently fulfill their existing responsibilities and take on new responsibilities.

Job type: Permanent, full-time



RESPONSIBILITIES / REQUIREMENTS

Workstream support: A CA will be more active in their role on the account. They will be proactive in scheduling meetings and will own agendas and call notes. They will be expected to take notes and actions from internal and external meetings that can go to a client following a review. When collating agendas they will be expected to check team correspondence via email and slack and also chase internal team members for further updates in order to gather the information needed. They will feel empowered to delegate and prompt teammates, both above and below their levels, for support. For example, on a regular basis a CA will be expected to proactively run through the list of outstanding actions or to remind team members of deadlines and outstanding tasks to ensure no balls are dropped. It is the CAs responsibility to monitor and flag coverage to their teams and clients in a timely manner - or brief and support a JCA to do so - (within two hours of it going live during work hours).

Media relations: Understands the news cycle and monitors regularly for relevant articles and newsjacking opportunities that they then flag to the team. They can take this one step further than a JCA in that they can provide thoughtful reasoning on why it is important and recommend what action should be taken. Can carry out media relations tasks, such as creating/managing/updating media lists, drafting materials and pitching with a thorough brief. A CA should start to familiarise themselves with journalists and start thinking about how they can develop personal relationships. Can carry out media relations tasks with a light touch brief.

Writing: Has experience in drafting a pitch, press release and social content. They will be expected to draft a byline with a brief (and approved byline plan) for example. Consistent edits are to be expected on most writing tasks and the general tone and angle will be in line with the client's perspective. They will be resourceful in finding information. A thorough review is always required, but this should be a lighter touch as they progress in their role.



Industry knowledge: A CA will have some industry knowledge and they will be naturally interested in technology and PR. As such they will be proactive in seeking out webinars, industry events, media meets etc and to share notes with the agency on learnings. They will be able to share ideas on what news is relevant for clients and how it can be used.

Line management: CA 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, or take part in brainstorming, during the pitching process.

Agency wide initiatives: A CA should be working with their line managers to carve out a niche or area of interest within the agency that they can contribute to. This is not a mandatory task, but an example of a suitable objective and area where a CA can strive to achieve SCA level. Also encouraged for them to be proactive, branch out and seek mentorship or learn from someone within the agency that they might not work with day-to-day.

Organisation: Organisation is important and expected at every level within the agency. An CA 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 CA will understand the different practices within marketing and look to expand their knowledge of other areas in addition to PR & Communications, for example SEO, PPC, lead generation and social media marketing.

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

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: £26,250 - 29,400

