

Junior Communications Associate (JCA)



Overview of the role: The JCA's priority is to gain experience, learn and support the agency and their client teams with tasks that develop their knowledge and understanding of the basic public relations principles and tactics. This includes understanding how to monitor the news for relevant themes/topics; engaging in media relations; and how to work as a team on client files. A JCA may have little or no experience in the PR industry but they will likely have spent some experience working in a professional environment (internships throughout university, for example).

Job type: Permanent, full-time



RESPONSIBILITIES / REQUIREMENTS

Workstream support: A JCA will be responsible for supporting the day-to-day lead with drafting notes and actions on internal and client calls. These will require a review from a more senior account member but overall, they should be able to capture the main activities and actions on the account.

Media relations: Learns about the news cycle and monitors regularly for relevant articles and newsjacking opportunities that they then flag to the team to sense check. In this role they learn how to carry out media relations tasks, such as creating/managing/updating media lists, drafting materials, pitching with a thorough brief. A JCA should become familiar with media outlets and start to familiarise themselves with journalists and how they can develop personal relationships.

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

Industry knowledge: A JCA will have some industry knowledge and they will be naturally interested in technology and PR. As such they will be proactive about extending wisdom about topics that are relevant in seeking out webinars, industry events, media meets etc and to share notes with the agency on learnings.

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

New business: If it is of interest and a JCA wants to become involved in new business, they can support with research, or take part in brainstorming, during the pitching process.

Agency wide initiatives: Within the first three months, a JCA is encouraged to start 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 JCA can strive to achieve CA 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. A JCA will be expected to answer emails in a timely manner, manage their schedules/ calendars and be on time for meetings and make and meet deadlines. They will be expected to keep the team updated on their progress with tasks.

Broader marketing knowledge: A JCA will understand the different practices within marketing and will be interesting in developing their knowledge in 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: £24,000 - £26,250

