

Job spec: Junior Communications Associate



Job type: Internship: Three-month, full-time

Location: London. In the office two days per week (Tuesdays and Thursdays).

Start date: September 1st (estimate)

Salary: £25k (pro rata)

The job in one line: An internship for someone who loves the news.

The candidate: You are a good writer who is very organised and loves the news. This is an entry level role, so no experience is required. You do not need a degree.

The agency: Hard Numbers is a performance driven PR agency. We work with technology clients – from start-ups to unicorns. We create campaigns that drive pipeline, sales and company growth for fast-moving business-to-business companies. Hard Numbers has recently been named Small Consultancy of the Year Award by the PRCA and B2B Agency of the Year by PR Moment. It was the best new agency to launch in 2020 according to the CIPR, PR Moment and the UK Agency Awards.

Responsibilities

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 may have spent some experience working in a professional environment (internships throughout university, for example).

- **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).
- **Account coordination:** 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.
- **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.
- **New business:** A JCA will support with research, or take part in brainstorming, during the pitching process.
- **Organisation:** Organisation is a critical skill 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.
- **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.

What are we looking for?

- **No experience needed:** This is a role for someone new to PR so experience is not required however we're looking for someone with a passion for communications - with a love of writing and the media.
- **News:** We want to hire someone who is passionate about media relations and the news in general.
- **An excellent writer:** Strong writing skills are essential for this role.
- **The most organised person in the room:** When you take ownership of something, it's getting done. A disorganised person will not thrive in an agency environment.

Is there a permanent role available at the end of the internship?

In short, yes! The majority of interns are offered a permanent role.

Whether you offered a role comes down to two things: your performance – whether you excel at your responsibilities – and our performance – how we perform as a company.