

PR Senior Account Executive

Permanent role

Immediate

£25k-27k

Context
<p>WeAreFearless is a challenger engagement agency growing rapidly and winning a range of exciting Sports and Entertainment clients so we're looking to hire more fearless thinkers and doers to join the team. Our proposition is boldness with backup and we specialise in brand partnerships, experiences and storytelling. We believe that humans don't act if they don't care. And no caring, means no sharing so we have created an agency that solves problems differently. We've been working with neuroscientists to take a more human centric and scientific approach to engagement. New tools, new models of engagement, fresh new ideas. There's more info here www.WeAreFearless.com</p>
The Role
<p>This unique opportunity to join our PR division is based in London. We're looking for ambitious candidates with experience working on integrated campaigns ideally in the sponsorship industry who are hungry to make their mark and throw themselves into this entrepreneurial role. The successful candidate will be an experienced PR professional, a creative thinker, a stellar writer and a motivated doer with a passion for doing things differently. You will help us to create compelling PR content and sell it into media and wider influencers. You will be passionate about Sports and Entertainment. Fluency in at least one other European language would be a bonus but is not essential.</p>
Specific Responsibilities
<p>Strategy</p> <ul style="list-style-type: none">• Understand PR strategy and have a proven track record of working on multi-market PR campaigns (ideally with Sports and Entertainment clients) that drove quality reach and engagement.• Contributing to compelling presentations and plans under the direction of an AM/SAM.
<p>Campaigns & Content</p> <ul style="list-style-type: none">• Come up with brilliant, creative PR ideas that win media attention.• Develop strong client relationships• Identify priority media segments and top target media for sports and entertainment clients.• Media relations, including how to adapt pitches to different media segments• Build ongoing positive relationships with media stakeholders for in-house and client PR.• Create media stakeholder maps and recommend the communications channels (traditional / digital) through which to reach them best.• Maintain PR project WIPs• Deliver on time and budget• Systematically use project management tools such as sharepoint, client approval systems and project trackers and PR tools including newsrooms or equivalent, live mailing lists and media outreach trackers• Work with wider PR team to define and recommend key messages• Write and edit press releases adapting structure and tone of voice to different campaigns• Prepare and distribute relevant and engaging press packs targeted to media needs / news cycle.• Manage client / federation / rights holder / internal approval processes.

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- Attend key client events
- Recommend PR hook for targeted media events to build new, consolidate existing relationships with target media and generate positive press for clients' brands and products
- Plan PR briefings and prepare briefing packs for key client events.
- Have a working knowledge of health, safety, security and environment protocols.

Stakeholders & Influencers

- Background working with internationally dispersed stakeholders internally and externally.
- Proactively build strong relationships with key external stakeholders (primarily clients and media) as well as internal colleagues
- Experience and contacts in diverse B2C UK media segments, such as News, Lifestyle, Consumer, Specialist (Sports / Entertainment) Business and Industry press. B2B experience and contacts are a bonus.
- Strong track record of successful media sell-in to key media outlets in the UK

Reporting

- Prioritise and monitor personal and campaign progress against agreed objectives
- Prove the success of PR strategies through quantified evidence
- Identify and report on influencer trends to internal teams and advise on potential opportunities or risks
- Report internally and externally on learnings
- Track KPIs related to PR goals such as reach, engagement and quality
- Using data gathered from third-party media monitoring agency, draft reports on reach, tone and impact of articles.

Person Specification

- Passionate and entrepreneurial with a keen interest and understanding of world class PR
- A bold and original thinker who loves doing things differently
- A stellar writer
- Collaborative team player with an ability to develop relationships at all levels
- A strong fit with the agency's fearless values and beliefs
- Energetic for success and self-motivated to drive things forward every day
- Trustworthy, reliable, confident and mature in dealings with clients, people and issues
- Stimulating to work with
- Ambitious and organised, adhering to targets, deadlines and budgets
- Understanding of and interest in digital communications and big events activation preferable

Skills

- Minimum 3 years working in PR with proven experience as a PR AE, SAE or equivalent in an integrated agency, ideally in sports and entertainment sponsorship
- Proven track record working on multi-market PR campaigns
- Experience crafting and placing content externally through blogs, press packs &/or op-ed development
- Curiosity for PR best practice and award-winning work
- Experience working with complex matrix international clients
- Keen interest and knowledge of sports and entertainment
- Comfortable dealing with clients and strong ability to think on your feet
- Understanding of PR tools, technologies, media and stakeholders
- Flexible approach to working hours (including weekends, bank holidays and unsociable hours if required)
- Excellent communication, verbal and written
- Fluency in at least one other European language not essential, but preferable

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Benefits

- WeAreFearless is an equal opportunities employer.
- 22 days holiday, plus Bank Holidays and 3 additional days off between Christmas and New Year. Accrued holiday for tenure up to 30 days pa. Buy/sell back holiday days scheme.
- Birthday day off
- Flexible working policies including 10am – 4pm core hours with 8am – 7pm flexi-time, lieu days, some working from home.
- Personal career training opportunities along with access to Fearless company-wide training programme, external thought leadership events and other developmental courses
- Staff Fearless Fund to push yourself out of your comfort zone, with activities chosen by individual staff members (agreed by management).
- Minimum 1-2 agency conferences / trips away (UK and/or international) to build a genuine sense of fearless culture and team bonding. In the past this has included white water rafting as part of a 2-day offsite team build, staying in a nice hotel, fancy dress etc.
- Discretionary bonus based on personal and business performance.
- Individual Perkbox subscription
- 3 month unpaid Sabbatical after 5 years continuous service with guaranteed job at end
- Company pension.