



# THE ORACLE GROUP

## **Job Description PR & Social Executive**

A PR & Social Executive carries out most of the day to day account execution and administration, reporting to a Senior Account Executive or Account Manager as appropriate. They should be a capable and confident operator who has a good, but still developing understanding of the required basic media and communication skills and should be aware of the media tools available to create the required media coverage in all PR areas. The PR & Social Executive carries out all support tasks as directed to execute the strategies and activities as detailed by their Account Managers/Directors and ensure that their accounts are well organised and structured in terms of time, and manual and electronic filing.

### **Key responsibilities:**

#### **Client Liaison:**

- Develop an understanding of property sector and client businesses
- Day to day contact, advising clients of progress on individual projects
- Contributing to the production of regular status reports
- Attending update meetings

#### **Media Relations:**

- Developing effective working relationships with journalists
- Researching and producing media distribution lists
- Writing and agreeing press releases with clients
- Distributing press releases to on-line and off-line media and keeping records
- Monitoring coverage and managing the media monitoring service

#### **Social Media:**

- Managing social media channels on behalf of our clients (Facebook, Twitter, Instagram & LinkedIn), which may include live tweeting from award ceremonies / conferences
- Devising & implementing social media strategies
- Keeping abreast of all emerging digital marketing trends and the evolving social media landscape (Understanding of LinkedIn Groups, niche Facebook groups and respected blogs)

- Analysing and reporting on post successes, engagement levels, sentiment and figures with use of analytical tools and research – and working to improve that engagement with innovative content

**Content Creation:**

- Supporting the development of launch plans and annual communications strategies
- Creating content such as graphics, short videos and to share across social media
- Producing copy to suit client requirements and targeted audiences e.g. b2b or b2c
- Blogging on behalf of clients to attract website visitors through social media

**General:**

- Adhering to company policies and procedures, e.g. keeping accurate timesheets
- General office duties, e.g. collecting newspapers, taking post
- Contributing to keeping the office clean and tidy

**Person Specification:**

- Excellent writing and proofreading ability
- Strong communication and people skills
- Competent with information technology including Microsoft Office, Photoshop, social media sites such as Facebook, Twitter, LinkedIn etc.
- Well organised and willing to learn
- Good sense of humour
- Understand the need to maintain strict confidentiality of the company's affairs and client business

This job description summarises the purpose and responsibilities of the role; it is not a definitive list of all the tasks that may be necessary and required to be undertaken in order to achieve this purpose and responsibilities. The purpose and responsibilities of the role can be varied from time to time at the discretion of The Oracle Group, in consultation with the role holder.