



THE Oracle Group

PR Account Manager – Job Description

The PR Account Manager is responsible for driving client accounts. They are a capable and confident operator with a thorough understanding of the required media and communication skills and fully in control of the media tools available to create the required media coverage in all PR areas. The PR Account Manager is responsible for the execution of communication strategies and activities for client accounts, ensuring that programmes and objectives are being adhered to, and that accounts are well organised.

Corporate Responsibilities

- Adhering to agency policies and procedures, eg time sheet recording
- Participating in agency meetings, initiatives and campaign development meetings
- Attending/participating in PR industry events

Industry Knowledge

- Reading relevant trade, consumer and business media, bringing important issues to the attention of the Managing Director
- Keeping abreast of PR services that will enhance the agency's client offering
- Attending relevant training courses as agreed with the managing director

Client Servicing

- Building positive relationships with colleagues and clients
- In consultation with Managing Director, conceive and develop integrated communication strategies for a portfolio of clients
- Overseeing the implementation of communications plans including: research and idea generation; writing coherent and factually accurate press releases; writing well-informed copy for trade corporate and business publications; interviewing case studies; managing clients' social media accounts; writing awards; event management etc.
- Amending and improving press releases, internal copy for newsletters etc. drafted by account executives
- Preparing regular status and contact reports for clients

- Planning and managing events ranging from photo calls, press conferences, community events, training days etc. on behalf of clients.

Media Skills

- In-depth knowledge of the workings of the national, regional, broadcast and online media
- Building and maintaining effective working relationships with key journalists
- Driving the media relations programme for clients as laid out in the agreed programme of activity
- Develop news angles and place stories in a cross section of print, broadcast and online media
- Proactively seeking and identifying publicity opportunities to ensure that the maximum level of coverage is achieved for your client, project etc.
- Overseeing programmes of media promotional activity, such as competitions
- Understanding and advising on media handling including interview briefings, developing Q&A's and developing statements in a crisis situation

Meetings

- Leading meetings, ensuring that preparation for the meeting is well organised, notes are taken and a contact report is circulated immediately after the meeting

General

- Playing the central role in the team and taking full responsibility for their clients and any problems.
- Proof reading all written material before it is submitted to the client
- Briefing designers, photographers, printers and other suppliers in a knowledgeable and precise manner, negotiate costs etc., and managing quality control deadline problems etc.
- Having a full understanding of financial controls on all accounts, mark-up rules and budgeting procedures

New Business Development and Marketing

- Participating in new business development
- Working with the Managing Director to prepare proposals and pitches
- Seeking opportunities to grow business with existing clients.

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 Oracle Group, in consultation with the role holder.