

Junior Account Executive

CCGroup is a PR-led marketing agency offering world-class communications services across media, industry analysts, and digital channels. With over three decades of building brands within key technology sectors, our industry experience is unparalleled across mobile & telecoms, enterprise technology, fintech, cybersecurity and deep tech. We've been there at the evolution of these sectors – and told their stories.

What makes us special? It's our CCGroupies. At our core we're a diverse collective of fresh thinkers who aren't afraid to challenge the status quo. Our team is bursting with curiosity, passion, and a drive to make a difference. We believe in fostering genuine relationships and, above all, building long-term and trusted partnerships. We're constantly striving to become the best employer in tech marketing and have been recognised and awarded in this space many times in the past five years, these are a few of our awards:

- PRMoment Awards 2020, 2021, 2022 & 2023: Technology Agency of the Year
- PRMoment Awards 2020, 2022, 2023: B2B Agency of the Year
- PRovoke 2023: EMEA Technology Consultancy of the Year
- PRovoke 2022: Top Five UK Agencies to Work For
- PRWeek Best Places to Work 2023: Best Rewards & Benefits
- PRWeek Best Places to Work 2021: Best Agency to Work For (small agency, winner)
- PRWeek Best Places to Work 2021: Training and Development Award winner
- PRovoke 2020-2021: EMEA Technology Consultancy of the Year
- PRWeek Best Places to Work 2020: Mental Health Champion of the Year winner

Position in company structure: starting a career in PR

Junior Account Executive is most often the entry level position in PR. JAEs provide a crucial supporting role for account teams - ensuring that potential opportunities are seized for clients and that successes are communicated to clients regularly and effectively.

JAEs work closely with, and support, Account Executives and Account Managers. They typically cover a variety of clients. In essence, the JAE role is all about getting to grips with the basics of PR, digital marketing and analyst relations services and it exists to enable the individual to demonstrate they have the ability to effectively manage and deliver important account processes. It is also essential that JAEs show motivation and ambition and demonstrate aptitude for influencer relations and content creation. This involves developing the knowledge and confidence to both identify and pitch for relevant opportunities. Effective and successful JAEs are able to demonstrate a strong desire to learn, ambition to progress and rise to challenges, but above all, reliability, efficiency and dependability.

Main job functions

- Account support
- Follow account processes to include:

- Regular reporting on account activities and results delivered
- Monitoring of editorial calendars, influencer enquiry systems, analyst research and social media for potential client opportunities
- Successful pitching to influencers for potentially relevant opportunities
- Event tracking and identifying speaker opportunities
- Identifying possible award opportunities
- Preparing first drafts of pitches and content
- Maintaining a functional and up-to-date influencer distribution databases

Areas of responsibility

Reporting, support and logistics:

- Set up client calls and meetings, providing agendas and taking and communicating action reports/activity summaries
- Manage and update client trackers and SLAs
- Monitor and update features lists
- Participate in brainstorming
- Attend client meetings or events as requested by account teams
- Assist with client-related logistics to include booking of venues, restaurants for update meetings, media lunches, analyst meetings, media tours etc.
- Assist with hospitality arrangements for client meetings working in tandem with the office manager

Content creation:

- Provide support to teams in the production of client materials such as presentations and reports
- Research, plan and produce first drafts of:
 - Press release
 - Blogs
 - Social media posts
 - Briefing & debriefing documents
 - Analyst newsletters

Influencer relations:

- Tracking & recommending client opportunities using forward features lists, influencer enquiry systems, analyst research and blogs, personal relationships and social media
- Influencer pitching that delivers tangible results
- Identifying relevant industry events and awards and recommending them to the team
- Identifying and recommending relevant speaker opportunities
- Handling content distribution, including the organisation of wires where needed
- Collating, documenting and creating materials to demonstrate programme success – coverage books, share of voice analyses, analyst debriefing documents etc
- The collation and ongoing management of influencer lists

Research & knowledge development:

- Consuming news and analyst content relevant to clients and their industries, demonstrating the establishment of knowledge and sharing relevant items with the account team (this may include content curation for social programmes)
- Following and researching industry trends relevant to clients and their industries, demonstrating an understanding of key issues in the creation of client content
- Support client and new business teams by conducting research into new areas and presenting back in appropriate, defined formats – this may include market analyses, share of voice analyses etc
- Develop an understanding of the marketing mix, particularly the role of PR in relation to other disciplines through consuming appropriate PR/AR/marketing industry content
- Become a proficient user of social media channels, especially Twitter and LinkedIn
- Commit to securing PRCA Continuous Professional Development certification every year

Finance:

- Input timesheets and expenses correctly and on time
- Monitor allocated hours to client work (avoiding over or under servicing client accounts) and expenses
- Raise supplier Purchase Orders

Relevant experience and skills – person specification

- Demonstrable interest in marcomms - work placements, previous roles, volunteering, blogging, extra-curricular activities etc (direct PR experience not essential)
- Basic understanding of PR, digital marketing, analyst relations services and their role in the overall marketing mix
- Well organised, ambitious and confident
- Excited by technology and the benefits it can deliver
- Has the ability to build rapport quickly
- Strong spoken and written communication skills, with excellent spelling and grammar
- Motivated to learn
- Willing to promote and follow the workplace values of CCgroup (expert, ambitious, curious, supportive, genuine)

Salary band: £23k-£26k

Notice period: 1 month