



## PR ACCOUNT MANAGER

### **JOB DESCRIPTION**

**Location:** Flexible

**Hours:** Full time

#### **Overview**

We exist to help give faith-based organisations a voice and influence through all forms of media. In national media, the church and Christian organisations are often presented in a narrow and negative way and we want to help reframe that narrative and share positive, inspiring stories of impact from faith-based organisations - be it businesses, charities or churches. From tackling issues such as climate change and supporting children in poverty, to raising awareness of the issues of mental health and persecuted Christians around the world, we believe these stories from organisations that want to change the world are worth being told - and we're here to help them do exactly that.

Over the past few years we have experienced significant growth as an agency from working with global NGOs to ambitious start-ups nationally and internationally. Now more than ever, faith-based organisations are wanting to tell their story and engage with a wider and younger audience.

**This role has an occupational requirement for the post-holder to be a Christian.**

#### **Main objectives of the job:**

As an established Account Manager, or in a role equivalent to this, you'll have at least three years PR/comms experience, and be accustomed to managing a number of clients/projects simultaneously - working to tight deadlines.

This role requires a smart-thinking PR/comms practitioner, preferably with some solid agency and charity sector experience and/or experience in publicity. You will be used to working within a team structure where you are comfortable delegating and coaching but also working independently across a number of different task areas as required to meet both client and agency needs.



Working with a high level of professionalism and independence, and bringing creativity and innovation, the successful candidate will join our ambitious values-driven team. It will be necessary for the successful candidate to periodically attend client meetings in London and in other locations as needed.

## **Key Responsibilities**

The day-to-day:

Managing a portfolio of client accounts ranging from national Christian charities to international ministries.

Providing strategic counsel to clients to aid their PR and wider comms campaigns  
Gathering stories, information, comment and resources for the media (print, broadcast digital and social) on behalf of clients.

Building relationships with new and existing clients.

Building relationships with key media/influencer contacts and updating databases.

Liaising with clients regarding press campaigns, creative projects and comms solutions.

Managing media, speaking to journalists and other members of the press.

Providing innovative and creative communications solutions for clients.

Briefing clients and updating them on comms campaigns.

Analysing PR coverage and providing reports using our monitoring tools.

Communicating effectively with a range of stakeholders.

Reporting to the Account Director, keeping them updated on progress and/or any issues.

Mentoring and coaching junior team members.

## **Key skills required:**

High levels of communication - both presentation, verbal and written skills.

Mature emotional intelligence and interpersonal skills.

A passion for the media, including social media.

Flair for creativity, strategic thinking and innovation.

Strong copywriting, story telling and communications skills.

Understanding of the faith and NGO sector and passion for telling the story of Christian organisations making a difference in the world.

Solid digital and project management skills.



Outstanding organisational skills with an ability to manage multiple projects, administration and portfolios.

Service-focused and sensitive to confidential information.

Friendly, efficient and personable with clients.

Able to work to deadlines.

Experience exercising discretion and confidentiality with sensitive company information.

### **Desirable skills:**

Good industry knowledge and experience in building influential networks.

International experience.

### **Other:**

Be comfortable working remotely and willing to travel for face-to-face working and client meetings - Jersey Road will reimburse travel costs.

Be willing on occasion to work out of 'office hours'.

Attend client or PR-related conference/events.

### **Jersey Road Location:**

Our team members work from a variety of locations across the UK. Your primary place of work could be at home. Wherever you are based, you should be willing to meet other members of the Jersey Road PR team face-to-face on a weekly basis in London as well as at our quarterly team days and annual team residential.

### **Salary & Benefits:**

- Salary £31,000 - £39,000 depending on experience
- Pension Scheme
- Generous 30 days annual leave allowance
- Private Healthcare package
- Travel compensation
- Flexible hybrid / home-based working approach
- Generous personal development approach

To apply please send CV and covering letter to [jobs@jerseyroadpr.com](mailto:jobs@jerseyroadpr.com)