**Public Relations Account & Senior Account Managers**

**Location:** Home-based

**We specialise brand communications for travel, tourism and business events.**

**Six reasons to work for Davies Tanner: 1.** We are the best-known agency in our sphere, with a long-standing reputation for excellence. **2.** Our clients represent some of the brightest and best in our industry and are interesting, engaging and fun to work with. **3.** We are a small and agile team, providing plentiful opportunities for growth and learning. **4.** We operate on a home-working basis, with the option to access co-working spaces in your area. **5.** You’ll benefit from regular in-person team meetings, with social and cultural activities. **6.** You’ll be able to have a direct input into the growth and future direction of our business

**Key attributes for the job**

* **Excellent writing skills** and experience creating a range of written content, especially for a B2B audience
* **The ability to think creatively** and draw on media connections as well as knowledge and understanding of communication tools and trends to effectively create and pitch relevant, high-quality content to media
* **The confidence to act as a true consultant**, creating and maintaining client relationships that are based on trust and expertise to ensure that account activity adds value to clients and supports their strategic aims
* **A team player** – you will be able to work with account teams to effectively manage workflow on client accounts
* **Ability to prioritise** tasks and meet deadlines to ensure activity is delivered in a timely fashion
* Ideally, you will have solid experience working in a **fast-paced agency environment**

**Responsibilities**

* Support the Account Director and other colleagues in the successful running of client accounts
* Act as the day-to-day contact for your clients
* Develop and nurture meaningful relationships with a range of key media and influencers
* Write and distribute press releases, news stories, blogs and thought leadership content to targeted media
* Write, edit and design content for client in-house magazines, case studies, articles, award entries, comment pieces, social media and blogs
* Quality control – proof-reading and editing content
* Keep abreast of current PR and industry trends and tools
* Develop news angles, stories and pitches
* Work with teams to fulfil clients’ KPIs
* Assist in the organisation of media-facing events
* Ensuring all client accounts are serviced effectively, including that activity is aligned with strategy, contributes towards meeting objectives and hitting KPIs
* Write client monthly reports, to include statistical analysis and coverage
* Support the company in new business pitches as required
* Actively support the company with the organic growth of existing client accounts

**Skills and experience**

* Experience of managing PR accounts
* Excellent written and spoken English
* Proven writing skills, with the ability to produce engaging copy requiring minimal amends
* Strong interpersonal skills
* Ability to work to tight deadlines and prioritise tasks
* Organised, team player, self-starter, ambitious and committed
* Social media savvy
* Keen reader of news and current affairs
* Prior experience working on multiple accounts within a PR agency
* Strong network of relevant media contacts, or the aptitude to build and nurture a network of media contacts