



PR Account Executive - Zen Communications

Reporting to: PR Account Director

Salary range approx. £20k - £22k

37.5 hours (with opportunities for flexible working and a four day week)

Who we are

Zen Communications is a leading boutique and specialist communications agency that stands out for its ethos and of course the results it achieves for clients.

The team works with clients across a breadth of industries, but prides itself on working with and supporting businesses operating in areas such as manufacturing, engineering, science, technical and technology.

Our main aim is to tell the right story, to the right person, at the right time. Every time. And we do this through the strategic use of psychologically-aligned communication and nuanced language.

Most of all, we stand by our values as an agency - we're a friendly, collaborative and unapologetic team and we all work hard to support each other, and what the agency stands for. We're expert at what we do, bring vitality to all that we do, and are passionate about making a positive difference. We're now looking for someone to join us, who can live and breathe the agency's values, and be part of our exciting journey as we grow, evolve and thrive.

Who we're looking for

You'll need to bring energy, passion and sparkle - and not just to the interview. This is a trait you'll show each and every day when you bring your best self to work.

You'll be someone who isn't afraid to challenge, ask questions and push boundaries.

You'll display emotional intelligence with an ability to 'read', gauge and understand behaviours in people irrespective of scenario or person, and adapt your approach accordingly.

You'll thrive on supporting the development and sustainment of valuable and warm relationships with the client and their wider company, and will have a commercial awareness of a client's needs. This will mean you helping to deliver on what's agreed, but also continually seeking out opportunities to do things differently if there's a better way.

You make it your business to get to the bottom of complex issues and are full of ideas as to how best to communicate them, and via what medium. You'll hunger after new ways to develop, learn and share examples of industry best practice.

Whatever you do, you're passionate about it, go above and beyond to delight whenever possible, and do a bloody good job.

The role available

In this role you will be working with the PR Account Director and across the wider team to support in the development and delivery of compelling, hard-hitting and results-driven PR and communications strategies.

You will work across a diverse variety of clients including those based in manufacturing, engineering, scientific, technical and highly-specialised technologies. You will therefore need to be comfortable in quickly getting under the skin of a complex issue.

As a PR Account Executive at Zen, you will be expected to bring ideas to the table, and co-ordinate tactics for multiple clients at the same time. This could be in creating multi-channel marketing and direct communications collateral, supporting strategic PR tactics, creating and delivering media relations and social media content, researching target audiences, and liaison with journalists.

You'll work across PR, Marketing and Communications disciplines and understand the growing crossover in our industry. Crucially, you'll be a good writer, and adept at changing your writing style to suit - whether that be a triple-page spread feature one day, or brochure copy the next.

You'll be keen to report on your PR prowess and so will support in monitoring, analysing and reporting on all PR activity.

To be successful, you will require:

- The right attitude and values;
- Minimum nine to 12 months previous experience of working within a dedicated PR or communications role (agency or in-house);
- A proven and demonstrable track record of supporting the delivery of PR and communications campaigns and someone who is a 'safe pair of hands';
- Strong writing, communication, and editing skills;
- Solid experience of managing social media platforms;
- (Preferred) Relevant and appropriate qualifications in PR and / or Communications;
- (Preferred) Knowledge of Audio/Video production.

What we will offer to the right person

If you are someone willing to work hard, and to play a vital part in a small team that's going places, we can offer you the work-style to suit.

Build trust with us, and you can build your PR career with an agency that sets itself apart by truly leading the way when it comes to benefits, and flexibility. You'll not only get your birthday off as an extra day's holiday, you can work flexibly (core hours exist) to suit your needs. Once you're well established in your role, you can also take advantage of Zen's Fifth Day, an extra day off in the week!

The team also takes part in regular Zen Adventures, and socials, and this is on top of your 21 days holiday, increasing each year, and a competitive salary.