

B2B PR Account Manager – Salford/home

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Company: Black Cherry Recruitment Ltd

Location: Trafford Park

Category: sales-and-related

This national award winning B2B media, marketing and corporate communications agency are currently looking to expand their Manchester office with the appointment of a B2B PR Account Manager.

The role would see you work on a mix environmental, sustainability, food & drink, packaging and manufacturing accounts with a strong emphasis on writing, so strong skills in this area is essential.

They are looking for a bright, driven and commercially aware B2B senior account executive or account manager to look after a portfolio of clients across sustainability and sectors. With a minimum of 3 years agency experience, you're organised and on-the-ball, knowing your way around status reports, coverage reporting and social media scheduling. As a natural writer, you can turn your hand to any type of copy, from a blog on the latest food safety legislation to an Instagram caption about recycling.

Duties & Responsibilities

- * Develop strong client relationships and take day-to-day ownership of account success
- * Create, manage and implement strategic and tactical activities on client accounts

- * Keep abreast of client issues in the media through monitoring publications, websites etc
- * Use the news agenda to create opportunities for commentary and media coverage
- * Create and maintain strong relationships with sector journalists and influencers
- * Produce high-quality and engaging written content, and distribute it via the appropriate channels
- * Brief and manage third party suppliers and partners
- * Update client and team on performance (such as financial budgets, time and plan) using appropriate tools such as status reports, weekly catch-ups and review meetings
- * Support junior staff members and share your skills and knowledge with the business
- * Monitor and progress your own development, setting goals and keeping an up-to-date Personal Development Plan
- * Maintain CPD accreditation with CIPR by completing moderation modules on time

What do we offer:

- * Competitive salary & 22 or 23 days paid holiday (plus Bank holidays) increasing after 1 year
- * Hybrid working
- * Early finish Fridays
- * Ongoing training and development
- * CIPR membership with Employee Assistance Program

* Complimentary breakfast

* Christmas shut down

* Regular team socials / events including Halloween and Christmas Celebrations.

* Company Laptop

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