

## Corporate PR Senior Account Manager – Manchester/home working

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Company: Black Cherry Recruitment Ltd

Location: Manchester

Category: sales-and-related

This well established and successful Manchester based B2B/Corporate Integrated agency has an exciting new role in their PR team.

They are looking for an accomplished and confident B2B/Corporate PR Senior Account Manager who is looking for a new challenge in an agency where you will be noticed and have a true impact. You take working with PLCs, large national manufacturers and ambitious clients in your stride and hold your own when looking to win budget and attention with key decision makers within a business.

All clients are within the construction manufacturing sectors – mainly as product suppliers, so there is a large demand for integrated marketing services, rather than single strands of campaigns managed by different suppliers. This is also affecting the PR services they offer, with 'thought leadership' and proper consultancy being more of a requirement alongside the trad B2B PR media relations work.

They need someone who can offer consultancy and advice on a range of channels, not just PR, can opportunity spot and is comfortable working with integrated agency.

They would ideally like someone who has experience in a fast-moving, network agency, who might be looking for the opportunity to let their skills breathe a bit more.

As a Senior PR Account Manager, you will be responsible for the delivering activity that will help the client achieve its overall business objectives.

This may be through the traditional PR skills of co-ordinating media relations, maintaining journalist relationships, supporting the delivery of projects such as roundtables and managing public appearances by client representatives, but increasingly it is through the savvy use of social media and digital platforms for more direct communications.

Key characteristics they are looking for:

- \* Proactivity and a willingness to engage with clients with new ideas and approaches to their communication challenges.

- \* Emotional Intelligence to understand how to manage the expectations and requirements of internal and external stakeholders.

- \* A passion for B2B-focused communications and the kind of clients that come with the territory, with an interest in construction and manufacturing also being extremely useful.

An interest and appreciation of the national news agenda, what the key talking points are, and how this can have an impact on business decisions.

Working logistics are 2 days in the Manchester office and 3 from home, however you are welcome to work from the office anytime you like.

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