

Senior Account Executive

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Company: Auxato Limited

Location: London

Category: Arts-Design-Entertainment-Sports-and-Media

Salary: £28,000 - £35,000

Hybrid: 3 days in the office a week, 2 remote

A boutique B2B Tech PR agency in London is looking for a dynamic Senior Account Executive to join their growing team. The role is based at their offices three days per week.

The team thrives on crafting compelling narratives, building relationships with key media outlets, and delivering outstanding results for clients.

Responsibilities of the Senior Account Executive:

- * Develop and execute strategic PR plans that align with clients' business objectives.
- * Cultivate and maintain strong relationships with media representatives, industry influencers, and stakeholders.
- * Create compelling press releases, articles, and communication materials that highlight the value of new tech products.
- * Collaborate with clients to understand their offerings and industry trends to drive impactful

messaging.

* Monitor media coverage and industry developments, providing insights and recommendations to clients.

* Lead client meetings, presentations, and regular status updates to ensure alignment and client satisfaction.

Qualifications of the Senior Account Executive:

* At least one year PR experience (with at least some of this gained in a PR agency)

* B2B and/ or Tech PR agency experience

* Strong written and verbal communication skills, with the ability to translate technical concepts into accessible content.

* Excellent relationship-building skills and a network of industry contacts.

These roles don't come up often. If this is you, and you're looking for a Senior Account Executive role, apply now

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