

Senior Account Manager

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Company: Digital 51

Location: London Area

Category: other-general

Digital 51 are excited to be exclusively recruiting for a leading London PR and Creative Comms Agency which is looking to hire their next Senior Account Manager. You will be joining an Agency which has recently been awarded the global contract for one of the world's largest drinks brands, and is now looking to grow their senior account team. You will be joining a forward-thinking passionate team of PR professionals, who deliver amazing campaigns to a range of lifestyle and consumer brands on a global basis. The agency is located in London's West End, but have a flexible approach to working on a hybrid basis. This role offers a salary of up-to £45,000 per year. This role is suited to someone who is coming from a Consumer PR Agency background. Some further details of the role: As a Senior Account Manager, you will play a pivotal role in driving the success of our client campaigns and leading our talented team to new heights. Building on your experience in the PR industry, you will take ownership of key client accounts, develop strategic PR plans, and oversee the execution of campaigns that deliver measurable results. This is a leadership role that requires a combination of strategic thinking, client management expertise, and a passion for storytelling. Your responsibilities will include things like:- Leading a fantastic portfolio of client accounts, serving as the main point of contact and building strong relationships with key stakeholders.- Developing and implementing strategic PR plans and campaigns that align with client objectives and drive business impact.- Mentor and guide a team of account managers, account executives, and junior staff members, providing support, feedback, and professional development opportunities.- Acting as a strategic advisor to clients, offering insights, recommendations, and creative solutions to enhance their brand visibility and

reputation.- Driving media relations efforts, securing high-profile coverage in target publications and outlets, and overseeing the development of compelling press materials.- Monitor campaign performance, track key metrics and KPIs, and provide regular reports and updates to clients on campaign progress and results.- Staying ahead of the game when it comes to industry trends, emerging technologies, and best practices in PR and communications, and share insights and knowledge with the team.Before you apply to this role, can you demonstrate these skills in your current role?- Previous experience working in a PR agency, with a focus on consumer and lifestyle brands.- Proven track record of successfully managing and delivering PR campaigns, with a strong understanding of media relations, storytelling, and content development.- Demonstrated leadership skills, with the ability to inspire and motivate a team to achieve excellence.- Excellent communication and interpersonal skills, with the ability to build rapport with clients, media contacts, and internal stakeholders.- Strategic mindset, with the ability to think creatively, develop innovative solutions, and drive results.We'd love to hear from story-tellers, media hounds, people focused professionals, who understand and are passionate about being part of a creative and fun workplace.Apply now for further details.

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