

Senior Account Manager

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Company: Salt

Location: London Area

Category: other-general

Senior Account Manager PR – Creative and Tech London hybrid £40-£45K base We are currently seeking a vibrant and experienced Senior Account Manager in Public Relations to join a small but growing team. As a Senior Account Manager, you will be responsible for managing and overseeing client accounts, developing PR strategies, and ensuring successful execution of campaigns. The ideal candidate will have a strong background in PR, particularly within the creative industries, and possess excellent communication and leadership skills.

Key Responsibilities: Develop and implement PR strategies to enhance the brand image of our creative and integrated agency. Manage and nurture client relationships, understanding their goals and providing strategic PR counsel. Create and execute compelling PR campaigns that drive brand awareness and engagement. Collaborate with internal teams to ensure seamless integration of PR initiatives with overall marketing efforts. Monitor and analyse media coverage, providing insights and recommendations for improvement. Work with a team of PR professionals, providing guidance and fostering a collaborative work environment. Prepare and present regular reports to clients on the performance of PR campaigns.

Required Qualifications: Bachelor's degree in Public Relations, Communications, Marketing, or a related field. Proven experience as an Account Manager or similar PR role, preferably within the creative industries and agency experience is a must. Strong understanding of PR strategies, media relations, and industry trends. Excellent communication and interpersonal skills. Ability to manage multiple projects simultaneously and meet tight deadlines. Leadership experience with a demonstrated ability to motivate and guide a team.

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