**PR & Social Media Consultant**

As a PR & Social Media/Digital Consultant at Encore Communications, you’ll be working as part of a team of experienced PR and marketing specialists to deliver effective marcomms campaigns for a wide range of clients, primarily in B2B sectors.

From renewables to medtech, blockchain to drones, property to professional services, you’ll have an insatiable thirst for knowledge and desire to keep abreast of the latest developments in your client’s industries, ensuring your advice and consultancy is en pointe at all times.

In conjunction with Encore’s MD, you’ll manage and work alongside a team of remote-working, marketing specialists, ensuring clients receive the support to achieve their strategic objectives. You’ll also get involved with new business campaigns and become an ambassador for both Encore Communications and our roster of innovative, entrepreneurial clients.

As comfortable pitching to media as keeping up with the latest social media and digital marketing developments; working with everyone from students and apprentices to business owners and their Boards, this is a real hands-on role with a small, independent agency that prides itself on delivering high-quality results while making flexibility work for both team members and our clients.

**Job specification**

**Media relations:**

* Identifying and researching stories
* Drafting press releases, features and thought leadership pieces
* Proofing other team members’ work
* Pitching to press and building positive media relationships
* Identifying proactive opportunities for clients to contribute to the conversation
* Providing strategic counsel to clients prior to media interviews
* Maintaining coverage books and presenting coverage to clients
* Keeping abreast of changes in earned media

**Social media / digital:**

* Planning and creating organic content for social media platforms.
* Planning and implementing a small number of paid campaigns on social media platforms - experience delivering campaigns on Facebook, Twitter, LinkedIn and Instagram would be an advantage
* Comfortable using email software e.g. Mailchimp
* Comfortable uploading content to client websites (following training)
* Keeping abreast of new features/algorithm changes that will impact success of client campaigns
* Evaluating campaigns and reporting to clients in an easy-to-understand manner
* Developing an understanding of complementary digital marketing tactics e.g. SEO, PPC, Retargeting etc.

**Relationship owner:**

* Developing positive working relationships with clients and becoming a trusted advisor
* Being the client’s eyes and ears in the industry - proactively keeping them abreast of issues they need to be aware of and opportunities to contribute to/lead debate
* Developing positive working relationships across all levels of the client business, from shop floor to the Board
* Keeping close to client - identifying and understanding what is important and being aware of internal politics

**Management:**

* Managing budgets to deliver against client objectives in a profitable manner
* Identifying where additional specialist support may be required in the team
* Co-ordinating workload with freelance suppliers
* Supporting the MD with new business activity, including
  + Contributing to new business proposals and pitches
  + Identifying opportunities to develop the business
  + Being a positive advocate for and representative of Encore Communications
  + Attending occasional networking and client events as required
* Evaluating and reporting on the effectiveness of client campaigns
* Joining and/or leading monthly client planning calls
* Ensuring client reports are completed on time

**Qualifications:**

* Probably (but not necessarily) degree educated (any subject)
* Relevant CIPR/CIM/NCJ qualifications an advantage
* Experience of working in a comms role in the technology, engineering or property sectors would be ideal

**Additional skills / person specification**

* Interest in current affairs
* Strong writing skills across a variety of channels and for a variety of audiences
* Ability to learn about new subjects quickly and distil content into salient points
* Comfortable exploring new platforms and communications channels
* Self motivated and proactive
* Strong presentation skills
* Aligns with Encore’s values of excellence, integrity, professionalism, respect and diplomacy