



## Account Executive

### *Job description*

We're seeking a creative and enthusiastic graduate to join our team as an Account Executive, bringing fresh energy and innovative ideas to help drive our success as we embark on an exciting new chapter.

This is an opportunity to join one of Wales' most respected communications agencies, where you'll gain invaluable experience and develop top-tier skills in public relations and native social media management, in particular.

Reporting directly to an Account Manager and Account Director, the successful candidate will play a pivotal role in supporting our communications team. You'll be immersed in the delivery of PR and social media campaigns for a diverse portfolio of high-profile clients, ensuring every project is executed with creativity, precision, and impact.

Key responsibilities:

- **PR** — devising and developing compelling stories for our clients to capture media attention and delivering activities which persuade audiences to drive desired actions.

*Specific duties include:*

- Drafting press releases, diary notices, media briefings to high-quality editorial standards (your spelling and grammar should be excellent).
- Regularly consuming a wide variety of media, from broadcast and national newspapers to online publishers and podcasts, to identify a wide range of media opportunities.
- Developing new ideas and ways to secure positive media coverage for clients through creative tactics.
- Pitching stories to journalists through a tailored and targeted approach and taking responsibility for securing high levels of client coverage.
- Organising and attending media calls – co-ordinating interview requests and managing client messages.
- Dealing with reactive PR by responding to journalist queries with professionalism and efficiency.
- Supporting and growing your stakeholder engagement skills.

# Equinox:

- Manage day-to-day account administration and develop strong evaluation skills.
- **Social media and digital** — creating engaging, audience-first content and providing community management for Equinox's digital clients.

*Specific duties include:*

- Monitoring activity and results to identify improvements across channels.
- Taking an active interest in social media and digital trends to benefit our clients.
- Preparing weekly content calendars for clients.
- Managing client social media channels e.g. Instagram, Facebook, TikTok – ensuring that they are updated frequently with high-quality content.
- Engaging with target audiences and customers via client channels.
- Implementing social media advertising campaigns.
- Updating Equinox's own social media channels.
- Managing influencer engagement activities – including identifying relevant influencers, vetting and assessing their influence, briefing and managing their projects.
- Developing content creation skills by adopting new technologies and techniques and upskilling in using UGC equipment.
- **Admin** — providing admin and evaluation support to the Equinox team.

*Specific duties include:*

- Answering the phones and assisting with office admin tasks.
- Completing evaluation reports for allocated clients.
- Taking responsibility for daily media coverage review and compiling electronic cuttings for allocated clients.
- **New business** — supporting the senior team by providing workable, creative ideas and solutions to communications briefs.

*Specific duties include:*

- Contributing to ideas generation sessions.
- Conducting research to support new business development.

Essential requirements:

- **Social media savvy** — ability to demonstrate a passion for and effective use of at least one social media platform.
- **Industry experience** — job / internship experience and a relevant degree.

# Equinox:

- **Strong writing skills** — as the role involves lots of writing across multi-channels, the candidate should have outstanding attention to detail and use of spelling and grammar.
- **Strong understanding of the media landscape** — candidates should be passionate about media consumption across a wide variety of channels – from traditional to digital.
- **Strong organisational and multi-tasking skills** — ability to work under pressure, problem solve and multi-task across a wide-range of projects and accounts.

## Desirable, but not essential:

- Welsh language speaker.

## Benefits:

- **Salary** — £22k to £23.5k (to be agreed based on experience) plus profit-related annual bonus.
- **Outstanding holiday entitlement** — 22 days per annum, plus bank holidays and additional December office closure days in-kind (usually three days).
- **Flexible working hours** — work your hours anytime between 7am and 7pm.
- **Hybrid working** — work from our office three days per week, and two days' remotely.
- **Equinox wellbeing perks** — access to a monthly wellness calendar featuring events and initiatives to boost physical and mental health.
- **Unique culture** — we're a close-knit, talented team who bring out the best in each other. We thrive on creating the best work for our clients, while having fun. Our culture is perfect for someone eager to grow, learn and gain experience from a supportive team.
- **CPD commitment** — internal and external training, annual personal development plan, contribution to professional memberships, funded Welsh language lessons (optional).