



Job description – PR account executive

Role:	Public Relations account executive	Closing deadline:	3 rd December 2021
Type:	Full	Travel:	UK only
Salary:	£20,000 starting salary	Location:	Office based – Leominster
Contract term:	Permanent	Start date:	Summer 2022 <i>(flexible to suit candidate)</i>

Job purpose: Pinstone is seeking a PR communications executive of graduate calibre to join the team from summer 2022. The role requires the candidate to thrive in a dynamic, fast-paced leading agri-food PR and marketing agency, to deliver a range of tactical media outputs.

About us: We are a successful public relations agency specialising in food, farming and rural industries, with an enviable portfolio of clients. We provide a fun working environment with an ethos for team working, professional development and being the best we can be. We have an extensive track record of hiring graduates and providing ambitious career opportunities.

Key responsibilities:

1. Support the team to deliver high quality tactical outputs for media outlets
2. Showcase a keen interest in press, copywriting and digital with high attention to detail
3. Produce a range of content for all social media channels
4. Build relationships with key media and industry stakeholders
5. Contribute to client calls and meetings
6. Responsibility for daily time management and workload planning
7. Have an awareness of the clients within the wider agency portfolio and have an interest in proactively advancing knowledge

Person profile:

Personality: Self-driven, highly motivated and results focussed, the candidate will require high quality standards and be able to manage their workload with exceptional organisation skills. Must be a team player

Specific job skills: Outstanding verbal and written communication skills. Social media and digital comms experience. An affinity to the rural sector is a must. Experience or qualification in agriculture is an advantage

Education: Qualified to graduate level

Personal situation: The role may require the candidate to spend one or two nights away per month and on occasions work hours may be extended. Must have a driving licence

Computer skills: Must be computer literate and adaptable to working with various software packages. Experience using platforms including Sprout Social,



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Kantar Media, Microsoft Planner, Google Data Studio and basic Excel is an advantage.

Package:

- Starting salary: £20,000 (annual pay reviews)
- 26 days holiday + Bank Holidays (one additional day per year of service)
- Private health care
- Rural based office, with home working flexibility
- Whole team performance-linked bonus – payable after first year of service

TO APPLY FOR THIS GRADUATE ROLE, PLEASE SEND A CV AND COVERING LETTER TO: helen@pinstone.co.uk CLOSING DEADLINE 3rd December 2021