

Associate Director – B2B / Corporate PR



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Phone :

Web :

Job Summary

Vacancy :

Deadline : Nov 05, 2024

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Employment Status : Full Time

Experience : Any

Salary : £65k - £83k

Gender : Any

Career Level : Mid Level

Qualification :

Job Description

We're looking for an established Associate Director or a Senior Account Director ready to step up, to join a thriving, fast-growing communications agency that specialises in working with disruptive brands and businesses. Known for delivering innovative PR work across consumer, tech, B2B and corporate streams, this agency helps companies establish their place in the market.

They are now looking for a proactive, ambitious, and passionate PR professional to lead and grow its corporate and B2B division.

The Role:

As an associate director, you will be responsible for managing a portfolio of high-value accounts, predominantly within the tech, B2B, and corporate spaces. You'll be a trusted advisor to senior stakeholders, including C-suite executives, offering strategic counsel and ensuring that campaigns not only hit their objectives but that the objectives are right to begin with. You'll be hands-on in crafting media relations strategies, driving campaign work, and managing the day-to-day client delivery of the press office.

The agency's key USP is media relations – while others step away from traditional publicity, they are unashamedly specialists in the field, and you will be leading press office functions and campaigns, ensuring everything is delivered smoothly, on time, and crucially, generating the sort of coverage that helps their business. This role requires a hands-on approach, not just overseeing the work but being deeply involved in the strategy and execution.

You'll also be responsible for developing and mentoring your team, supporting and helping them progress, while fostering an entrepreneurial, high-performance culture. You'll help team members progress in their careers, offering feedback, guidance, and support, and leading by example in delivering exceptional results. Additionally, reporting directly to the founders, you will play a part in the operational side of the business, including managing client budgets, resourcing, and supporting with new business.

About You:

The ideal candidate will have extensive PR experience, with at least some of this within an agency and be someone who thrives on rolling up their sleeves and getting involved in the work.

You should be passionate about the PR industry, and excited about the opportunity to contribute to a growing agency. You should still enjoy the core aspects of PR – media relations, pitching, and storytelling – and not just want to manage from a distance. This agency puts a lot of trust in its teams and people, so ideally you'll also thrive on taking ownership of your accounts.

Key attributes include:

- PR agency experience with a proven track record of managing high-value accounts and delivering exceptional media coverage. In-house experience in addition, is a plus.
 - A proactive and ambitious attitude, always looking for ways to improve, innovate, and push the boundaries.
 - Passionate about the PR industry, with a genuine love for creating impactful campaigns and strategies and delivering real impact for your clients.
 - A hands-on approach, enjoying both managing teams and being involved in the day-to-day work of the accounts.
 - Strong leadership skills, with a track record of mentoring and developing teams, helping them progress in their careers.
 - A commercial mindset, understanding how to balance client needs with agency growth, including budget management and resourcing.
 - Excellent communication skills, able to pitch, present, and build relationships with C-suite stakeholders.
- If you're someone who loves media relations, enjoys developing teams, and is excited by the prospect of building something in a growing agency, this is the perfect role for you.

We welcome candidates from all backgrounds to apply. The agency enters the PR Week Pay Gap project and cares deeply about equal opportunities and creating a diverse and inclusive workplace.

We will aim to get back to as many applicants as possible. However if you haven't heard from us within seven days, your application has not been successful this time.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
