

Associate Director – Consumer PR



alestrasolutions@gmail.com

Phone :

Web :

Job Summary

Vacancy :

Deadline : Aug 03, 2025

Published : Jul 01, 2025

Employment Status : Full Time

Experience : Any

Salary : £65K – £75K

Gender : Any

Career Level : Any

Qualification :

Job Description

We are looking for a brilliant **Associate Director** to join a thriving, fast-growing communications agency that specialises in earned media for high-growth, consumer-facing brands. This is a fantastic opportunity for an ambitious senior PR professional to take on a true leadership role, with the scope to shape and grow a core division of the agency alongside the founders.

The agency is known for its unashamed focus on media relations, helping clients break through the noise and build their reputation through standout consumer coverage. Clients include brands across travel, recruitment, consumer tech and beyond - businesses with big ambitions and the appetite to match.

The Role

As **Associate Director**, you will lead the agency's consumer division, managing a portfolio worth £750k+ (and growing fast). This is predominantly retained press office work for exciting, high-growth brands that want to get noticed for all the right reasons.

You will set the strategic direction for your clients, ensuring everything from messaging to media sell-ins hits the mark. From major launches to reactive newsjacking, from profile-raising features to creative consumer campaigns, you will help brands earn meaningful attention in national, lifestyle and specialist media.

This is a hands-on leadership role. You will work closely with the management team, including two other division heads, and be a key voice in shaping the future of the agency. You will have the freedom and support to build your division your way, developing the team, expanding the client base and driving growth.

You will also:

- Be the senior contact for your clients, offering proactive counsel and ensuring brilliant delivery
- Oversee and inspire a talented team, providing mentorship and career development
- Lead on profitability, budgets, and resourcing for your division
- Lead on campaign ideation, manage the team to execute seamlessly
- Play an active part in new business, from spotting opportunities to pitching and converting

About You

You will have strong PR agency experience, ideally around 9–10 years or more, with a passion for consumer media relations. You will have a proven record of securing brilliant coverage and delivering press office excellence for consumer-facing brands.

You will be:

- A media hound who loves the buzz of a great hit and understands what makes consumer stories land
- A strategic thinker who can step back and see the bigger picture while getting stuck into the detail when it counts
- A supportive leader who wants to build and shape a high-performing team
- Commercially minded, with an eye on profitability, growth and client satisfaction
- Passionate about earned media, with experience that might also include influencer, social or digital
- Comfortable working directly with founders, CEOs and senior stakeholders

This is a rare chance to put your stamp on a division with full backing from the agency's founders. If you want to lead, grow and build something meaningful, we would love to hear from you.

The Agency

The agency is entrepreneurial, collaborative and growing at pace. Known for its transparency on pay, clear career progression and commitment to inclusion, it is a place where talented people can thrive. The focus is on high-quality, retained work with ambitious clients who value strategic, media-first PR.

We welcome candidates from all backgrounds to apply. The agency is part of the PR Week Pay Gap project and is committed to building 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 in seven days, your application has not been successful this time.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
