

# PR Agency Head of Practice – B2B Technology & Corporate Communications



alestrasolutions@gmail.com

Phone :

Web :

## **Job Summary**

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Vacancy :

Deadline : May 05, 2025

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Employment Status : Full Time

Experience : Any

Salary : £95K - £110K

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### The Opportunity

An exceptional opportunity has arisen for an ambitious and results-driven PR professional to take on a pivotal leadership role as **Head of Practice** at a highly regarded tech-focused communications agency. This role is for a strategic, self-sufficient, and proactive leader who has a strong track record in senior client counsel, team leadership, business development, and integrated communications within the tech PR sector.

This role will suit a strategic thinker who thrives in a fast-paced, dynamic environment and is passionate about tech's role in shaping the world. You will be part of an agency that embraces new ideas, challenges the status quo, and empowers its people to make an impact.

### The Agency

The agency is recognised for delivering bold, impactful campaigns for some of the most innovative brands in tech. With an ambitious growth trajectory and a strong reputation in the industry, they are seeking a Head of Practice to lead one of their key Tech practices. The successful candidate will oversee a diverse portfolio of retained and project-based accounts, spanning SAAS, cybersecurity and more.

### Key Responsibilities

#### Client Leadership & Strategic Counsel

- Act as a trusted senior advisor to key client stakeholders, offering expert strategic counsel across communications, media relations, and integrated marketing.
- Cultivate and maintain strong relationships with high-profile clients, providing consistent value and building trust at the senior level.
- Lead the planning and execution of complex, multi-layered communications programmes that blend PR, social media, influencer engagement, and marketing.
- Provide oversight on major client projects, ensuring excellence in delivery and achieving impactful results.

#### People Leadership & Team Management

- Lead and nurture a strong, diverse, and collaborative team within your practice, fostering a high-performing culture built on empathy, care, and mutual respect.
- Support and guide the career development of your team, offering mentorship, performance management, and growth opportunities.
- Take a hands-on, empathetic approach to leadership, ensuring a thriving, inclusive, and empowering team culture.
- Play an active role in the agency's diversity, equity & inclusion initiatives, social life, and Learning & Development programs.

#### Business Growth & New Business Development

- Play a key role in the agency's business growth strategy, driving lead generation and expanding the agency's presence within the B2B tech space.
- Leverage an established network within the tech industry to generate new business opportunities and secure new clients.
- Lead new business pitches, including crafting compelling proposals and delivering engaging presentations to prospective clients.
- Oversee the commercial aspects of the practice, including financial planning and shadow P&L management, contributing to the agency's overall growth strategy.

#### Innovation & Thought Leadership

- Stay ahead of emerging tech trends, particularly in sectors where technology is driving societal change, and bring this insight into the agency's strategy and client work.
- Develop and implement new initiatives, events, and networking opportunities that position the agency as a thought leader in the tech communications space.
- Represent the agency at industry events, contributing to thought leadership and enhancing the agency's credibility and brand reputation.

### The Ideal Candidate

This role is ideal for a highly motivated and commercially-minded leader who is eager to shape the future of an ambitious, fast-growing agency. The successful candidate will possess:

- Extensive experience in B2B tech PR or a related sector, with deep knowledge of integrated communications.
- Proven ability to manage senior client relationships and provide strategic counsel to high-level stakeholders.
- Strong leadership qualities, with experience in managing and mentoring teams in a fast-paced environment.
- An established network within the tech industry to support business development and lead generation.
- A hunger for growth – for yourself, your practice, and the agency as a whole – with a proactive approach to building the agency's reputation and securing new business.
- Exceptional presentation and pitch skills, with experience in leading successful new business efforts.
- Strong commercial acumen and the ability to oversee financial planning and contribute to the agency's growth.
- A passion for technology's role in shaping society and a commitment to crafting impactful narratives around innovation.

### Why Join?

This is a rare opportunity to take on a leadership role within an agency on a growth trajectory, redefining what tech PR looks like by focusing on driving influence in the right spaces and for the right audiences. The successful candidate will benefit from:

- A supportive and empowering workplace culture that values confidence, skill, and knowledge.
- The opportunity to work with leading global tech brands, helping them shape their communications strategies.
- A clear and ambitious agency growth plan, offering significant career progression opportunities.
- A hybrid working model and a commitment to employee well-being and development.
- Brilliant and extensive benefits, including a focus on professional development and work-life balance.

The company is committed to building a diverse, inclusive, and equitable workforce. We welcome applicants with diverse perspectives and backgrounds.

If you are a driven, self-sufficient leader with the ambition to shape the future of an exciting agency and work with some of the world's most innovative tech brands, this could be the perfect opportunity for you.

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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