

Prova PR – Graduate Trainee / Junior Account Executive

(Description correct as at 2nd March 2018)

Location: Warwickshire, willingness to travel required

Advertised salary: £16-18,000

Seniority level: Junior

Industry: Creative services, transport, automotive, technology, environment

Employment type: Full-time, fixed term (Jun-Aug 2018 AND/OR Sep 2018-Aug 2019)

Job functions: PR, marketing, social media, digital, administration, data management

A global PR, creative and marketing services provider in the heart of Warwickshire, Prova has been delivering award-winning campaigns for clients across the transport, automotive, technology and environment sectors for 18+ years. Continued growth and recent investment in its creative capabilities means the agency is on the look-out for dynamic and driven team players who want to be a part of Prova's ambitious development plans.

An employer of choice for self-starters who want to take charge of their career in a fast-moving, international, creative environment, Prova has a track record for promoting from within and providing tailored training and support to allow its diverse team of creatives to flourish. In what can be an incredibly quick-turnaround business, Prova is committed to giving employees all the tools they need to thrive.

What to expect from Prova

Reporting to Senior Account Manager/Account Director, the Graduate Trainee/Junior Account Executive will carry out the day-to-day execution and administration tasks for a portfolio of industry-leading clients across the agency's core sectors.

With the support of the wider PR team, you will complete support tasks as directed to ensure clients are happy and accounts are well structured and organised. The role will involve project and data management, high-level administration, copywriting and traditional and digital media relations.

In addition to providing the administrative support to keep client accounts on track, you will also have the opportunity to get stuck in to the day-to-day PR activities of a busy and thriving international PR agency. The sky is the limit, as you will be able to take on as many diverse challenges as you are capable and for which you express a desire to get involved.

Over time, and if the business needs allow, you will be able to progress into a permanent Account Executive role. Training and guidance will be provided as required to support you in developing in this role.

What you will be doing

- Writing accurate and engaging content for client social media channels, websites and press releases
- Building relationships with influential journalists, bloggers and social media influencers
- Monitoring the traditional and digital media landscape to identify opportunities for clients to comment, evaluate competitor activity and assess campaign performance
- Maintaining up-to-date social media and digital marketing knowledge in order to advise colleagues and clients on 'the next big thing'
- Actively participating in the preparation, management of meetings, including compiling reports, agendas and meeting notes as necessary
- Liaising with clients at a junior level and taking an active role in presenting campaign results and ideas as directed by senior members of the team

- Undertaking media and desk research in support of client campaigns and new business presentations, accurately presenting findings back to senior members of the team
- Dynamically participating in client strategy sessions and internal ideas generation for new business
- Handling the administration for a portfolio of client accounts, including tracking press coverage, maintaining media contact databases and preparing features calendars
- Managing inbound calls, supporting meeting set-ups and providing high-levels of face-to-face client service

What we want to see

To be successful in this role, you need to be an enthusiastic and driven individual who is equally at home picking up the phone to a journalist, completing desk research, updating a spreadsheet or drafting creative social media content. You will be the kind of person who is always on the hunt for the latest trends and who can't wait to share their passions with the wider team.

A dynamic person, you will communicate effectively through written, audio and face-to-face channels. Alongside demonstrating positive client and media management skills, you will also need to be a reporting whizz, compiling research documents, meeting reports and coverage evaluations quickly and accurately.

Key role requirements

- A positive and proactive attitude with evidence of taking a driving seat in securing opportunities to achieve your career aspirations
- Ability to juggle workload, prioritise deadlines and manage competing demands upon your time

- Strong administrative skills and experience delivering reports on work completed
- Examples of project or event management capability
- Ability to write accurate and engaging long and short-form content for a variety of audiences and channels
- Good understanding of social media and digital marketing tools and techniques
- Knowledge of updating CMS systems, managing SEO and Google Analytics reporting, video production and coding would all be advantageous

The benefits

Working for an international agency, alongside an exceptional team and with the opportunity to shape your own role, you will develop personally and professionally with Prova. Ongoing training, in-house mentoring, a proactive social committee, 25 days' holiday plus your birthday off work, subsidised parking, competitive pension plan, discretionary annual bonus scheme and a host of other benefits make this a role not to be missed. We're on a journey and we'd like you to join us.

Prova PR is an equal opportunities employer.

For more information, please contact Sarah Hookey on careers@provapr.co.uk or 01926 776 900.