

Prova PR – B2B Account Manager/ Director / Technical Writer

(Description correct as at 27th March 2018)

Location: Warwickshire, willingness to travel required

Advertised salary: £30-45,000

Seniority level: Mid-level/Senior

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

Employment type: Full-time

Job functions: PR, marketing, technical copywriting, project management, people management, client 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. One of the top UK agencies in its respective fields, 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, 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 Director Automotive or Envirotech as appropriate, the B2B Account Manager/Director/Technical Writer will provide exceptional writing capability and

industry knowledge for a portfolio of market-leading clients across the agency's core sectors. This is very much a role with copywriting at its core.

Working alongside the wider PR team, you will deliver high-level technical and B2B feature, press release, White Paper, award entry and marketing copy in prompt timescales and with minimal client amends. Comfortable in front of clients, you will take responsibility for managing a few of your own accounts as well as providing writing support to colleagues across the full Prova client portfolio.

Presenting complex and technical information in an easy-to-understand and jargon-free manner, you will help our clients to promote their products and services in an accessible and engaging way. You will have the opportunity to write for diverse audiences across the transport, automotive, environment and technology space. Prova will provide you with the training and support to develop your knowledge, skills and experience in areas which might be new to you.

What you will be doing

- Writing technically accurate and engaging long-form content for a variety of client organisations and B2B publications
- Amending and improving content drafted by other members of the team, imparting your advice and knowledge in a collegiate and collaborative way
- Proof reading and sub-editing written materials produced by colleagues or clients
- Liaising with senior directors on strategic issues, media handling and crisis management
- Taking a leading role in meetings, presenting technical insight, industry knowledge and copywriting angles for discussion
- Embedding yourself within client organisations, attending soak days and bringing detailed insight back to share with the wider team

- Delivering strategic senior counsel for clients and colleagues, adding value to campaign programmes through your specific industry knowledge
- Planning and driving the media relations strategy for your own clients, as well as participating in creative ideas generation for the wider portfolio
- Commissioning and analysing relevant and insightful research, drafting detailed and accessible reports based on the findings
- Supervising campaign delivery against KPIs and providing strategic direction and insight for clients

What we want to see

To be successful in this role, you need to be the type of person who is always asking questions, a fan of documentaries and programmes on how things work, and someone with an insatiable appetite for knowledge. You will find everything fascinating and will like nothing more than being able to turn complex technical information into accessible and engaging content for lay readers.

You may have a technical background in engineering or a similar field, but this isn't a necessity. However, experience in trade journalism, technical freelance writing or in-house B2B copy creation would be advantageous. This is very much a writing role and so extensive relevant experience is very important.

With a passion for all things grammatical, you will be focused on producing accurate and precise copy which meets client objectives while matching the tone of the target publishing outlet. You will combine an ability to understand technical jargon with the insight to create impactful content which is focused on the needs of the reader. With a knowledge of both traditional and digital media platforms, you will be comfortable producing copy with word count, page layout and SEO requirements in mind.

Key role requirements

- Track record of making challenging, complex ideas, concepts and tasks understandable and appealing to diverse audiences
- Significant experience as a journalist, in-house copywriter, freelance technical writer or in agency with a writing-heavy role
- Ability to write accurate and engaging long and short-form content for a variety of audiences and channels
- Flexibility to operate in a fast-paced environment and meet different client and publication styles
- Experience interviewing subject matter experts to source additional insight and create compelling content
- Ability to juggle workload, prioritise deadlines and manage competing demands upon your time

The benefits

Working for a leading UK agency with a global client base, 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.