



**NIELSEN  
McALLISTER**

## **Job Description**

### **JOB TITLE**

- Account Executive

### **MAIN PURPOSE AND SCOPE OF THE JOB**

Under the guidance of the Business Directors, carrying out the day-to-day activities in PR and social media support services on behalf of Nielsen McAllister's clients, whilst taking responsibility for the smooth running and administration of accounts.

### **POSITION IN ORGANISATION**

**Reports To:** Company Directors

**Responsible For:** N/A

**Budget Responsibilities:** Operating within budgets set by client where relevant

### **DUTIES AND KEY RESPONSIBILITIES**

To support NMPR's client base through:

- Creating and supporting the daily social & PR content requirements for clients
- Working and updating content across channels such as LinkedIn, Twitter and Instagram
- Planning content and delivery, using tools to manage multiple social media channels
- Create engaging multimedia content and/or outsourcing this effectively with partners
- Forming key relationships with influencers across social & PR media platforms
- Monitoring and reporting on performance on social media platforms using tools such as Google Analytics, compiling reports for clients showing ROI
- Working alongside other team members on the day-to-day management of social media accounts, with weekly meetings to discuss content schedules
- Updating the Nielsen McAllister website and social media with the team
  
- Writing press releases, news stories, articles, case studies and product pieces as an integral part of the accounts team for clients
- Pitching press releases and feature ideas by phone or email to trade, regional and national journalists, across print, broadcast and online, to interest them in covering clients' stories
- Arranging interviews and editorial meetings with key journalists for clients' spokespeople - in person or over the phone - and facilitate these meetings where appropriate
- Building and maintaining relationships with key and relevant members of the press.
- Responding to phone calls and emails from journalists and clients
- Monitoring media coverage and reporting results to the wider team and clients
- Attending client events and industry conferences when called upon
- Maintaining and updating press contacts and using the Agility contact database
- Covering team absences and providing support across our clients
- Maintaining awareness of industry issues and trends in clients' industry sectors
- Building a good knowledge of clients' products and services
- Sharing and updating research resources across the team and business
- Helping develop fresh ideas for PR campaigns

### **GENERAL RESPONSIBILITIES**

- To abide by the Terms and Conditions of Employment and Company Policies as set out in the Employee Handbook.

## Person specification template

	CRITERIA
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>• <b>English language fluency:</b> Excellent written and spoken English.</li> <li>• <b>Copywriting skills:</b> Clear and concise written communication skills, with a detail for spelling, grammar and proof-reading, as well as having a creative flair for producing engaging copy.</li> <li>• <b>Presentation skills:</b> Able to present written information in a structured and balanced way appropriate to the needs of the reader.</li> <li>• <b>Strong interpersonal skills:</b> Approachable, friendly and empathetic, with an ability to relate to people on different levels within the agency, with clients and with the media.</li> <li>• <b>Excellent telephone manner:</b> Confidence to pick up the phone and speak to contacts with a positive, friendly and upbeat tone.</li> <li>• <b>Time-keeping:</b> Ability to work quickly and efficiently, without compromising on quality, often meeting tight media deadlines</li> <li>• <b>Administration:</b> Good organisation skills with an ability to ensure the team and clients are kept updated and reports produced on time.</li> <li>• <b>Resilience:</b> Confidence to pick up the phone to journalists and resilient enough to handle criticism and rejection.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience in use of Microsoft Office applications is required and social media tools, such as TweetDeck or Hootsuite is desirable.</li> <li>• Experience of writing engaging and creative content.</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Good English skills and high GCSE or A-Level pass.</li> <li>• Creative, PR or online qualifications are desirable but not essential.</li> </ul>
<b>PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>• Willing to travel and occasionally work unsocial hours.</li> <li>• Be a good team worker demonstrating loyalty and commitment to the business and other team members.</li> </ul>