

ROLE: Senior PR Account Manager/Account Director for emerging technologies

SALARY: To be advised on application

REPORTS TO: Associate Director, PR

ROLE OVERVIEW:

- Are you excited about the fast-moving world of social media, digital communications technology and platform-based media businesses?
- Can you use your PR skills to help build up the profiles (and therefore profits!) of digital and mobile start-ups as well as established tech businesses?
- Can you help traditional media businesses to gain a greater share of newer digital revenue streams by connecting them to influencers in the sector?

Propeller is seeking a fast-rising star with digital and tech knowledge looking to take their next step on the career ladder.

The successful candidate (probably an established SAM looking towards their next role or an AD looking to flex their muscles) will join our PR team of eight people to work for our growing list of clients in the media, digital and advertising technology space, including start-ups and enterprise businesses.

The ability to manage and motivate a supporting team on each account, a proven ability to deliver sparkling PR results for B2B businesses and knowledge and experience of how to use social media as a PR tool are all essential. Experience in PR for the digital and technology sectors is highly desirable due to an increase in business from these areas.

Propeller specialises in PR for the media, marketing and digital industries and we make our clients' products, people and ideas famous through offline, online (including social media and SEO) and eyeline channels (events and face to face communication). Our approach involves shaping and sharing compelling content with the influencers important to our clients. Our Propeller Mobile team also develops mobile apps for business use and we have published ten so far which differentiates us nicely. See our CEO's blog here: <http://www.propellergroup.com/News/ArticleView/TheNewPRcontentsharingandinfluencers.html>

Everyone on the PR team at Propeller works on new business and you will work with the CEO on interpreting briefs, pitching proposals and winning clients that expand your own portfolio. This particular role also involves working to create a 'publicity product' that can be scaled and sold to start-

ups and mobile publishers as an 'off the shelf' offer with a clear ROI promise baked in.

KEY RESPONSIBILITIES:

- Create a 'publicity product' with the Associate Director PR and the CEO
- Identify, pitch for and win new business
- Own and run a portfolio of clients
- Come up with ideas that meet and then beat client expectations
- Take on at least one additional role, such as ensuring our contacts with national journalists are as good as they can be
- Manage and motivate AEs and ensure standards are met

KEY EXPERIENCE/QUALIFIERS

- Educated to degree standard
- You must love both the old and new media worlds
- You must be on Twitter, Facebook and Linked In and use them daily
- At least five years B2B PR experience, and two of those in role where you have led or played a significant role in delivering results
- Knowledge of traditional media (newspapers, magazines, TV, radio)
- Experience of working with clients in the digital and tech sectors
- Knowledge and use of social media as a PR tool
- Have pitched for and won retained B2B clients

ABOUT PROPELLER

Propeller is based on Charing Cross Road in the heart of the London advertising and media scene we inhabit. We are minutes from both Leicester Square and Tottenham Court Road tube stations...as well as all the joys of Soho, Covent Garden and the West End.

We are a well-regarded and fast-growing business set up by CEO Martin Loat in 1998. Things tend to move quickly, with lots to do to achieve our targets for growth and the days fly by. We like to go out as a team once or twice a month and recent outings have included: go-karting, picnics, bowling, indoor golf, yoga and even going for the occasional drink!

Positioned as Propeller PR | Internet | Mobile, we combine traditional PR expertise with the latest digital techniques to help clients engage with their audiences not only through print and broadcast media but also through the internet and mobile. We also offer internet design and build and SEO services and now also make interesting smart phone apps for businesses. See www.propellergroup.com

We work for a wide variety of organisations ranging from media industry giants like WPP, Disney and Aegis to fast-growing digital economy players such as GoViral, recently bought by AOL and O2 Media.

NEXT STEPS

Please email jobs@propellergroup.com in the first instance with your CV, highlighting the most relevant experience you have for this post and attaching a formal, but short (300 words max.) letter explaining what qualities you could bring to the team here.