

JOB: Content and PR production coordinator

Description

A fantastic opportunity for a junior to mid weight content and pr specialist to join a growing and progressive digital agency in Milton Keynes. Why work for us?

- Friendly, energetic team
- YoY growth for the passed 3 years
- Fantastic clients
- Leading agency in our specialism
- Great team culture
- Excellent working environment and perks

This role

We are seeking a dynamic and forward thinking individual to

- Act as the central content and pr manager
- Manage deadlines both internal and external requirements
- Liaise and manage freelancers and external agencies to ensure content is fulfilled to standard and on time
- Act in an editorial and 'last eyes' auditor of all content produced for client and Pauley Creative

The content coordinator will be responsible for delivery of all content produced across the agency. Content will not be limited to the written word. As part of the suite of services Pauley Creative offer, content is classed as cross media including but not limited to, written articles in the form of case studies, press articles, technical articles, web page content. In addition regular formats produced may be presentations, storyboarding and script writing for video, video, cad drawings, infographics, or other rich media elements such as touch screens apps.

The individual will be capable of managing multiple deliverables to multiple clients and internal stakeholders simultaneously, with expert precision and coordination.

A good understanding of how traditional and digital media can be integrated and most importantly accurately measured is also useful.

Responsibilities for our clients

- Build and develop relationships and work closely with existing clients to fully understand their particular business requirements and their digital strategy and how the current and future PC digital product and service offerings will enable them to extend their own digital reach and more readily achieve their own business KPI's.
- Understand and interpret client requirements
- Production of a content calendar in line with client requirements and the overall strategy
- Coordinate the monthly content production
- Support the Account Manager / client services team to deliver content and PR aspect on multi channel accounts
- Onboard clients into our processes with clear expectation setting
- Develop media strategies that will deliver the best results possible for the clients budgets
- Plan media spend and tactics
- Coordinate all media activities to achieve first class delivery
- Liaising with, and answering enquiries from media, individuals and other organisations, often via telephone and email;
- Provide clear and accurate briefs to the delivery and development teams to ensure that what the client gets is exactly what the client needs
- Ensure digital content is seo'd from the ground up, involving other members of staff where necessary
- Manage the creation of content for press releases, captions, articles, award entries
- Repurposing content for different mediums
- Manage client expectations throughout the production process, making sure that clients are kept up to date with project progress via the account manager and/or directly if agreed

- Act as a key point of contact for clients, escalate, track and solve client issues wherever necessary.
- Direct social media / content teams to engage audiences across traditional and new media
- Deliver high-level placements in print, broadcast and online media
- Monitor and analyze content and pr results
- Collating and report coverage and engagement results in an engaging and digestible way
- Regular travel to client and prospect meetings, presenting, speaking, hosting as necessary.

Responsibilities for Pauley Creative

- Aid in the sales process for in coming PR related enquiries
- Develop a market leading deliver and reporting service
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Create content for press releases, byline articles and keynote presentations
- Monitor, analyze and communicate PR results for PC
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding the industry
- Manage existing client accounts efficiently
- Own and operate a market leading media service through building relationships and delivering excellence
- Develop strategy for future media offering
- Develop a first class media reporting mechanism
- Manage internal and external content producers
- Help build a list of our customers customer

Experience requirements

- Proven working experience in public relations required
- Previous content writing and editing experience
- Proven track record designing and executing successful media campaigns at both a local and national level
- Strong relationships with industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews
- Event planning experience

Technical skills

- Strong knowledge of social platforms
- Experience of market leading reporting tools for PR measurement
- Knowledge and experience of SEO and GA and event tracking
- Knowledge of market leading digital platforms for reporting reach, engagement, sentiment, coverage

Personal Skills

- Exceptional writing and editing skills
- Creative thinker
- Is excited about Digital and its impact on business and is already a follower of the Digital Industry
- Solid experience with social media including blogs, Facebook, Twitter, etc.
- Passionate about driving the offering forward
- Highly organised
- Natural influencer and networker
- Progressive in thinking
- Excellent editing skills and an eye for detail
- Ability to multi-task in a client obsessed, fast-paced business environment
- Possess a sense of urgency
- Attention to accuracy and detail
- Strong attentiveness to clients' needs and a 'customer-first' attitude

- Ability to present ideas / outputs to a client audience of differing levels of knowledge
- Exceptional ability to estimate project timescales and costings

Education and experience

- Degree in related subject – 1st or 2:1 Class Honours degree in Marketing, Advertising, Communications or Journalism.
- You must be a marketer by nature, first and foremost with a good broad knowledge of digital channels and how to reach an audience
- You must have knowledge of the building products industry
- Proven working experience in public relations required
- Proven track record designing and executing successful media campaigns at both a local and national level
- Able to build relationships with industry media outlets
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews

DISCLAIMER:

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position.