



Role description

Role: Account executive/senior account executive
Reports to: Account director
Location: HM London office, EC3

Highland Marketing is one of the foremost PR and marketing communications agencies in the field of healthcare and health tech. Our clients include successful IT vendors, digital health companies and public and private healthcare providers. The culture of our friendly team at Highland Marketing is one of providing excellent support for our clients, collaboration and the highest professional integrity.

Scope

Reporting to an account director and working closely with other experienced members of the team, the account executive/senior account executive (AE/SAE), will be responsible for implementing day-to-day tactics for client accounts to ensure delivery against agreed campaign targets and budgets and in line with Highland Marketing's reputation for excellence. To do this effectively, it will be necessary to quickly develop a deep understanding of clients' business objectives, goals and competitive landscape.

Specific responsibilities

- **Planning and administration:** participate in creative brainstorming, contribute to presentation slides/plans, set up meetings and conference calls, daily search and coverage filing.
- **Client management:** develop deep understanding of clients with knowledge of their business objectives, goals and competitors, share interesting insights with the team, attend weekly conference calls, liaise with clients where appropriate regarding project updates.
- **Writing:** create and write content including press releases, case studies, opinion articles, blogs and social media (Twitter, LinkedIn etc.).
- **Reporting:** contribute and manage weekly status and monthly reports, write contact reports and campaign results reports.
- **Media and influencer relations:** help to run pro-active, issues based PR campaigns – on and off line, including reading traditional and social/digital media daily, completing daily coverage and news roundups, building contacts with all relevant key media, taking responsibility for pitching stories to the media, tracking feature opportunities and arranging media interviews.
- **Communication campaigns:** help to develop and implement a range of communication campaigns/projects including social media, marketing collateral (brochures, fliers, whitepapers etc.), websites, events (exhibitions, seminars etc.), database, direct mail and video.
- **Internal communication:** work with the team to provide regular updates and feedback.
- **New business:** assist with new business pitches and proposals.

Skills, qualification and experience required

- At least one year's agency experience.
- Experience in developing and implementing pro-active PR campaigns.
- Excellent verbal and written skills.
- Strategic and creative thinker.
- Strong interpersonal skills.
- Ability to prioritise and deliver against deadlines.

Personal qualities and attributes

- Passion for PR and marketing communications and achieving optimum results.
- Team player – with ability to work effectively within a small growing team; also able to work on own.
- Self-motivation, drive and ambition.
- Attention to detail.
- Eagerness to learn with no fear of taking on responsibility.
- Can think 'outside the box' and deliver 'more than is expected'!
- Desire to make a difference through content generation and thought leadership.