

Account Manager – Job Description

Position: Report to the Senior Account Manager

Hours: Full time with flexible office-based and remote working options, including some travel, overnight stays and occasional out of hours requirements

About Coast

Coast is a busy communications agency based in Cornwall with colleagues also in Devon, Wales and London. We work with public, private and third sector clients in the south west, and across the UK and Europe. Engaging with stakeholders is at the heart of what we do, whether it is gaining the support of influencers such as investors and politicians in one-to-one briefings, or sharing information and inviting feedback through public consultations.

Our services range from initial campaign conception and planning, to stakeholder engagement and consultation, media relations including press office function, social media management, media training and reputation management/protection. Services include strategic advice and support, critical interventions and risk preparedness strategies, public affairs and internal/transformation communications.

We work with clients locally, nationally and internationally from a range of sectors including energy, the environment, economy, planning and engineering.

Based within the sought after south west, our vibrant communications consultancy is the perfect place to launch or grow your career. New staff can look forward to:

- diverse projects: our clients span a wide array of sectors, ensuring you never get bored and always have fresh challenges to tackle.
- development opportunities: we are committed to your growth, with a dedicated training budget and opportunities for advancement. You'll always find new ways to enhance your skills.
- changing scenery: our office, located in a rural setting, offers a perfect balance between professional and personal life. Enjoy the tranquillity of the countryside, while working in a dynamic and stimulating environment. You'll also have the chance to get out and about on a regular basis, attending events and project based activities.

Join us at Coast and become part of a team that values creativity, innovation and development, all within a fun and supportive atmosphere.

Job Purpose

Manage the account needs of assigned clients

Key Responsibilities

- Build strong, sustainable relationships with clients
- Identify, build and manage relationships with relevant stakeholders, including the media
- Contribute towards communication documents including strategies and plans, protocols, briefings, FAQs and reports in conjunction with the Managing Director or Senior Account Manager
- Write content for press releases, articles and blogs, websites, deliver social media and other promotional collateral
- Monitoring for any PR activity and reporting on them
- Provide account updates in client meetings
- Oversee events in relation to assigned clients
- Provide briefings for designers, printers and photographers
- Prepare client activity and work update reports
- Manage assigned budgets
- Contribute towards new business tenders and be involved in new business pitches as required
- Provide support to colleagues on other accounts as required
- Represent the company at events, exhibitions and other occasions as required
- Perform any other duties as required by the company

Attributes	Essential	Desirable
Qualifications and training	<ul style="list-style-type: none"> • Degree or equivalent • General computer proficiency including Microsoft Office • Full driving licence and access to a vehicle 	<ul style="list-style-type: none"> • Professional qualification • WordPress, design packages, photo editing software
Experience	<ul style="list-style-type: none"> • Experience in a similar role • Working across multiple accounts • Stakeholder engagement and management • Delivering communications plans • Managing media relationships – national, local and trade • Writing engaging and effective content, particularly for the media • Campaign management 	<ul style="list-style-type: none"> • Event management, in particular public consultations • Proof reading • Understanding of local and central government • Interest in public affairs
Personal skills	<ul style="list-style-type: none"> • Work under pressure and to tight deadlines • Work with discretion and maintain confidentiality • High levels of self-motivation and confidence • Empathetic team player • Able to build strong relationships • Creative thinker and problem solver • Proactive and positive attitude • Reliable and committed • Attention to detail • Excellent copywriter 	