



## **PR Account Executive**

### **Overview**

- Full-time
- Permanent
- St Mellion, Cornwall / hybrid
- Salary (£22k-28k)
- PR and communications agency
- Sectors: energy, environment, engineering, economy, education

### **About**

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.

We are looking for a PR Account Executive to be part of our team responsible for supporting and executing PR and communications campaigns under supervision, as well as coordinating events.

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



### **Job description**

Supporting the Account Manager to deliver PR and communications campaigns for a range of clients tasks could include:

- Copywriting – including press releases, social media content, stakeholder briefings, newsletters and more
- Event coordination – working with the Account Manager to plan, deliver and attend events such as webinars, job fairs, parliamentary receptions, consultation events and community exhibition events
- Media management – including issuing press releases and liaison with journalists
- Online – mailbox management, website management and social media campaign delivery
- Monitoring – monitoring and reporting of relevant media and social media on a daily basis as well as stakeholder sentiment tracking
- Research and analysis – including background research to support key strategy documents and also analysing industry trends to enhance client communications campaigns, supporting background for new business proposals and horizon scanning

### **What you will need**

- A recent qualification in PR or recent experience in working for a PR agency or inhouse team
- Excellent written and verbal communication skills
- Ability to work as part of a team
- Self-motivated
- Strong attention to detail and accuracy
- A wider awareness of current and political affairs

### **Salary and benefits**

- Competitive salary
- 28 days annual leave plus bank holidays
- Pension contribution
- Business health plan membership
- CIPR membership

### **How to apply**

If you are interested in the role, please get in touch by sending a covering email and CV to: [info@coastmarcoms.co.uk](mailto:info@coastmarcoms.co.uk)

For more information, please contact Sheila Buchanan: [sheila@coastmarcoms.co.uk](mailto:sheila@coastmarcoms.co.uk)