

PR ACCOUNT EXECUTIVE JOB DESCRIPTION

 THE BESPOKE GROUP	<p>We are seeking a motivated and enthusiastic PR Account Executive to join our team. This role is ideal for someone with 6-12 months of experience in PR or marketing, preferably within an agency environment, who is eager to develop their skills across media relations, copywriting, social media, and client account management.</p> <p>You will support the delivery of integrated PR campaigns for a range of technology-focused clients, writing high-quality technical content, pitching stories to journalists, managing media relations activity, and assisting with events and campaigns. The role offers opportunities to attend client events and industry conferences, including overseas travel, where required.</p>		
Job Title:	PR Account Executive	Location and Hours:	Leatherhead – Hybrid working (2 days in the office, 3 days from home) Full-Time, Monday–Friday, 9.00am–5.30pm (37.5 hours per week)
Key Responsibilities:			
<ul style="list-style-type: none">Write technical press releases, news stories, articles, case studies, and product-related contentPitch press releases and feature ideas by phone and email to journalistsResearch, identify, and track forward features and proactive media opportunities for clientsSupport with the full press release distribution processBuild and maintain strong working relationships with clients, journalists, and industry contactsRespond promptly and professionally to enquiries from journalists and clientsArrange and coordinate interviews and meetings with key journalistsSupport the planning and delivery of events, working within agreed timelines, budgets, and production constraintsAttend client events and industry conferences, including international travel where requiredManage and contribute to social media channelsSupport client advertising campaigns in collaboration with account teamsParticipate in client meetings and maintain accurate workload-tracking documentsComplete timesheets and invoicing process accurately and on time			

The job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. These might differ from those outlined in the Job Description and that other duties, as assigned, might be part of the job.

Number of Direct Reports:	0	Company Benefits:	<ul style="list-style-type: none"> • Hybrid working model • Company laptop and mobile phone • 20 days holiday plus Bank Holidays (increasing with length of service) • Christmas office closure • Birthday day off • Pension scheme (after 3 months of service) • Healthcare scheme (after 1 year of service) • Travel insurance • Nursery scheme salary sacrifice • Season ticket loan
Key Skills:			
			<ul style="list-style-type: none"> • Excellent written and spoken English, with strong attention to detail • Strong copywriting skills, including accurate spelling, grammar, proofreading, and the ability to produce engaging and technical content • IT proficiency, including Microsoft Word, Excel, PowerPoint, Outlook, and social media platforms • Strong communication skills, with the ability to present ideas clearly to journalists, clients, and internal teams • Excellent interpersonal skills, with a friendly, approachable, and professional manner • Confident telephone manner, with the ability to pitch stories persuasively and build rapport with journalists • Strong organisational skills, with the ability to prioritise tasks, work to tight deadlines, and maintain high-quality output
Career Level:	Entry Level	Years of Experience:	6 months–1 year PR or marketing experience, ideally within a PR agency
Education: Degree	Public Relations, Marketing, Journalism, English, Communication and Media Studies	Other Languages:	Additional language skills (French, Italian, Spanish, or German) are desirable but not essential

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