

Publicist

You are at a level where you are expected to take a leading role in the day to day management and execution of client campaigns. With the support from the Head of Press & Publicity, you are able to answer client queries relating to campaign execution, and are a natural first point of call for them.

Working across a variety of accounts, you should be: a solid administrator and play an active role in the training and development of the Press & Publicity Assistant/ junior colleagues, allocating appropriate tasks to them, managing their workload and helping them solve day to day problems.

You will be expected to deal with a broad range of clients, commanding respect and a reputation for being professional at all times.

<p>Competencies</p>	<ul style="list-style-type: none"> • You will be judged on your ability to provide an intelligent, prompt and personable first point of contact to your portfolio of clients. Consulting with the Head of Press & Publicity and Avalon Directors, you will develop effective solutions to your clients' campaign problems and start offering added value advice. • You will know how to manage campaign delivery from planning through to implementation and review. • You will be experienced in key aspects of publicity work including media relations, client reporting and project handling. • You have excellent people management skills and actively contribute to the development of junior team members. • A confident publicity/media professional, your contribution to the team effort is recognised by clients and team members alike.
<p>Core skills demonstrated</p>	<ul style="list-style-type: none"> • Client handling skills You are a confident and credible publicist, able to discuss issues relating to campaign execution with your clients. You also know when to ask for input from more senior members of your team. • Project management skills You have gained a working knowledge of all relevant communications disciplines in publicity/media and are able to execute projects across a variety of client accounts, drawing on the support of more junior members of your team. • Core PR skills You have developed core publicity skills to a satisfactory level including research, writing, client handling and project execution, and are able to offer guidance to more junior members of the team.
<p>Day to day responsibilities</p>	<ul style="list-style-type: none"> • Client <ul style="list-style-type: none"> - Be responsible for the efficient and effective day to day running of your account(s) and oversee their administration. - Continue to learn how you can add value to your clients' campaigns. - Oversee the reporting to clients, including the production of reports, activity status updates and review documents.

-AVALON®-

- Be responsible for the tactical execution of campaigns to a high standard and within budgets, with guidance from the Head of Press & Publicity.
- Develop an understanding of client relationships and be prepared to deal with clients at appropriate levels. Build close professional relationships with clients.
- Keep abreast of developments in the industry and share this knowledge with clients and team, wherever relevant.
- Be on the alert for publicity opportunities for your/Avalon's clients.
- Be responsible for the tight budgetary control of those projects you are handling.
- Solve problems, providing solutions for discussion with your Head of Press & Publicity/Avalon Directors.
- Acquire a more in-depth knowledge of each client's work and the industry within which it and the competition operates, aiming to develop regular initiatives (reading both national and trade press).
- Keep track of developments within the media that affect your clients or the company and circulate relevant information.
- Report to internal and external clients on campaign execution. Write reports, activity status updates and evaluation documents.
- Maintain and develop good contacts with the media relevant to your clients
- Hone your media negotiation skills.
- Assistance in the day-to-day upkeep and operational tasks for the office.

- **Team**
 - Be responsible for organising regular team updates/brainstorms and communicate both upwards and downwards regularly.
 - Work with Head of Press & Publicity to develop communications tactics and programme content.
 - Contribute to proposals documents where asked.
 - Be responsible for the output of press releases writing for yourself and the team.
 - Develop your presentation skills to the utmost and participate in client presentations.
 - Be fully aware of how the company's accounts system works and be responsible for ensuring invoices are accurate and issued on time.
 - Pass your experience to your junior team members and monitor their development, advising your Head of Press & Publicity for their progress. Learn to motivate and coach them.
 - Monitor junior team member's workloads and address issues after consultation with Head of Press & Publicity.
 - Assist with the recruitment of junior team members when needed.

- **Company**
 - Share your knowledge of new developments with the media or suppliers with the rest of the company.
 - Be both a team and a company player.
 - Take an active interest in learning about all appropriate communications disciplines.
 - Show an interest in what other publicists in Avalon do and learn from their experience by attending internal training talks and participating in their brainstorms.
 - Get involved in company initiatives and take on company responsibilities.