



WE'RE LOOKING FOR A **HARDWORKING,
COMMITTED, KEEN-TO-DEVELOP,
PR SPECIALIST TO JOIN OUR TEAM AT RBP.**

PR ACCOUNT EXECUTIVE MANAGER

**ARE YOU INCREDIBLE AT BUILDING
AND MAINTAINING RELATIONSHIPS,
CURIOUS ABOUT THE CHANGING
MEDIA LANDSCAPE, COMMITTED
TO STAYING ON TOP OF THE LATEST
DEVELOPMENTS IN MEDIA AND
PASSIONATE ABOUT MEASURING
RETURN TO DEMONSTRATE THE
BENEFITS OF MEDIA COVERAGE?**

IF SO, WE HAVE THE ROLE FOR YOU.

You need to be able to turn up and jump right in, as well as remaining focused on continual learning and development, to support major global brands and longstanding clients with their PR and communication needs.

RESPONSIBILITIES WILL INCLUDE

You'll work closely with our talented creative, digital and client teams to understand our varied client briefs and translate them into exciting new content ideas and media coverage opportunities.

You'll use your exceptional communication skills to maintain existing media and influencer relationships, while identifying and building new ones across a diverse range of B2B and B2C media channels and publications.

You'll liaise closely with the maintenance and logistics provider to effectively place and efficiently manage a fleet of press loan vehicles, while ensuring that our clients secure the best possible return for the loan.

You'll monitor, record and analyse media coverage to support our results-driven ethos and support your future planning.

SKILLS & REQUIREMENTS

If you've got PR or journalism qualifications, then great, but if you haven't, then that's also good – experience working in a fast-paced environment without qualifications will get you through the door.

Previous agency or journalism experience is preferred, ideally with industry knowledge and contacts within automotive, motorcycling, construction or renewables, but we're looking for a person who can compel media to talk, and write about, our clients. So, if you're starting out, you need a strong interest in the media, a passion for understanding the continually changing media landscape and the ability to convince us to consider you.

A natural curiosity to find out about and absorb information and technical details regarding potentially unfamiliar topics, products, or markets to become comfortable creating and communicating new angles, pitches and stories.

Confidence in communicating ideas and delivering on them across print, digital and newer channels, including vloggers, podcasts and influencers.

Strong emotional intelligence, communication and organisational skills, with an aptitude to build a network of influencers and media relationships and the ability to manage a busy fleet of vehicles for media use.

Understanding of, and ability, to measure, record and analyse coverage and results with excellent computer literacy.

Interest and passion for motorcycles and/or engineering is desirable, but not essential.

BUT THE MOST IMPORTANT THING?

A positive 'can-do attitude', plus the ability to work quickly under pressure, a relentless passion for continual development with constant attention to detail and always striving to produce work to the highest standard.

WHAT CAN WE OFFER?

- A competitive salary, dependent on experience, with annual review and company pension.
- Friendly, supportive team environment for development and weekly 1-2-1 coaching sessions with senior management.
- Opportunity to work with major global brands from a brand new, open plan, working environment close to Grimsby, Scunthorpe, Hull and Lincoln.
- Free membership for fully-equipped, on-site gym.
- Free on-site car parking and access to EV car charging.
- 20 days annual leave plus bank holidays, increasing up to 28 days plus bank holidays for long service, and additional gifted holidays to support annual Christmas shutdown.

IF YOU THINK THIS IS YOU, CONTACT US AT [CAREERS@RBPAGENCY.COM](mailto:careers@rbpagency.com)