

Peridot PR

PR Senior Account Executive Role

A little about us and who we are looking for...

We are on the hunt for a talented PR Senior Account Executive to join our dynamic and creative team. Peridot PR is a strategic brand-building and communications company working in property, hospitality, interior design and lifestyle. Our clients are entrepreneurial creators and innovators, and we help devise campaigns that develop brands and extend audiences with imagination and commerciality. We love what we do, and we are looking for someone who is confident, passionate and has experience in the luxury sector.

Role & Responsibilities, PR

The PR Senior Account Executive will support and oversee day-to-day running of the accounts, manage processes, assets, support and help lead projects. Reporting to and working closely with the PR Director, you will create and execute multi-faceted PR and marketing plans, across a diverse range of clients. Creative and resourceful, you will have excellent planning and writing abilities with strong communication skills. The ideal candidate can juggle multiple projects while meeting deadlines and delivering quality campaigns, activations and events.

Key Responsibilities:

- Assist in the day-to-day management of accounts, manage process, support and lead a diverse range of projects
- Point of contact for clients and media agencies
- A personable and professional personality that will allow you to build relationships with key colleagues and clients
- Arrange and attend meetings and liaise with clients to understand their requirements
- Writing press releases, articles, and other content
- Pitching to secure client coverage and building journalist relationships
- Arranging and coordinating media opportunities
- Preparing and managing media lists and editorial calendars
- Monitoring and reporting client coverage
- Maintaining activity trackers, and other reporting
- Ensure only work of the utmost quality is submitted to clients and media
- Offer creative ideas to the social and PR teams to develop exciting campaigns/activations
- Confident to attend client meetings and events relevant to your role
- A team player with the ability to work independently
- Research and read relevant industry news
- Highly organised, a keen eye for detail, and enjoys working in a fast-paced environment with tight deadlines
- Ability to work under pressure whilst maintaining a cool outlook – multitasking is a must!

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Experience:

- 2+ years of related experience in the luxury sector
- Experience in consumer/lifestyle PR
- Contacts within existing and relevant media
- Ability to work independently and in a collaborative team environment
- Excellent writing and communication skills

Benefits:

Working, hybrid (working 3-days in the office per week)

- WFH Fridays
- 23 days holiday, excluding bank holiday and Christmas closure (usually 2 weeks)
- Private health insurance
- Spotify Family - premium account
- Birthday day off & charity day (not taken from holiday allowance)
- Team days

If you think this is an exciting opportunity, and a good fit for you, then we'd love to hear from you! Please email hello@peridotpr.com with a cover letter and CV.