

## **Trainee account executive – job description**

### **Job overview**

A trainee account executive will work across a number of different accounts, giving them a good introduction to agency life. A TAE will be expected to take on a number of key tasks, giving them the necessary grounding in PR to progress to a fully fledged account executive. Not expected to get the job right every time, a TAE should show a willingness to learn and a desire to make PR not just a job but a career.

A TAE will develop a good understanding of the media landscape and acquire the skills to generate positive coverage and place spokespeople as commentators in print and new media.

### **Account responsibilities:**

- monitoring the media, including newspapers, magazines, journals, newswires and blogs, for opportunities for clients
- liaising on a daily basis with team, clients and the media, via telephone and email
- relationship building and networking with colleagues, clients and the media
- preparing weekly status reports/emails, tracking and logging coverage, putting together coverage boards
- building and keeping media lists up to date
- attending client meetings and providing event/exhibition support where appropriate
- researching, writing and distributing press releases and other written collateral to targeted media
- promoting news stories and features to the media, known as 'selling in'

### **Company responsibilities:**

- Daily newspapers overview
- Answering incoming calls
- General administration duties
- Regular contributor to the face of Berkeley through social networking (including company blog and Twitter) on- and offline.

### **Key Skills:**

- Confidence, articulate, adaptable, creative
- Self - motivation and a persuasive manner
- Good spoken and written communication skills
- Excellent organisational and time management skills
- Good 'people skills', for working with a range of colleagues and clients
- A professional manner
- Good business sense
- Strong presentation and negotiation skills

### **Career Path**

In order to gain promotion to a fully fledged account executive (AE) you must achieve and exceed six monthly objectives, based on the above activities for a range of clients, as agreed with the account manager and director.

ENDS.