

# Account Executive

**Job Title:** Account Executive

**Responsible to:** Account Manager / Senior Account Manager

## Overall description

An account executive is a communications consultant who supports the account management team in delivering projects and campaigns for a portfolio of clients. He or she should be a capable and confident operator, able to work on their own initiative, prioritise tasks and deliver clean, accurate and timely work for the account team to present to clients.

## Key responsibilities

- Supporting the account management team on projects and campaigns
- Limited contact with clients
- Stakeholder/community mapping, research and database production
- Drafting letters, reports, briefings and materials
- Supervising suppliers; budget management, delivery of materials, quality control and timeliness
- Planning, organising and attending meetings and public events
- Dealing with stakeholder enquiries (including out of hours if required and by arrangement)
- Monitoring media and social media
- Contributes to Copper's business goals by supporting account teams including business development.

## Cultural requirements

- Guardian of consultancy culture, values and reputation (The Copper Way)
- Integrity: acts openly, honestly and ethically; treats people with respect; respectfully challenges inappropriate behaviours; proactively offers help to colleagues
- Contributor of ideas and best practice in infrastructure and development communications.

## Knowledge requirements

- Consultancy environment and practices: learning on the job and building knowledge
- Communications, consultation and engagement: limited but growing knowledge of how to apply channels and tools to achieve specific outputs and outcomes
- Planning: limited but growing knowledge of planning legislation and procedures – TCPA 1990 and Planning Act 2008 and /or construction industry (useful)

- Media and social media: limited but growing day to day knowledge of media management
- Public affairs: politically aware: limited but growing knowledge of UK political structures (national, devolved and local)
- Business to business PR techniques (useful but not a requirement).

## Skills requirements

- Strong interpersonal skills; articulate; motivated; enthusiastic; enquiring mind; tenacious; attention to detail; team player
- Consultancy skills: an aptitude for handling clients; understanding how to make a positive contribution to the day-to-day account management of clients, projects and campaigns
- Budget management: basic understanding of how suppliers' and other costs contribute to Copper income and profitability
- Communications: basic understanding of channels and tools and how they fit into a communications plan
- Stakeholder engagement and consultation: working knowledge of stakeholder mapping, managing events, meetings and other channels and tools; ability to engage with stakeholders direct
- Writing skills: ability to draft copy (with attention to grammar, punctuation and spelling) and follow guidelines on Plain English, tone of voice
- Media relations (including social media): working knowledge of how the media works: media and social media monitoring; liaison with journalists and drafting media materials, statements and Q&As with instruction from account manager
- Project management: working knowledge of project management systems and reporting requirements.