

Job Title	Senior PR Account Director
Team	Comms
Salary	£35,000 - £37,000

Overview of role

Responsible for formulating, driving and delivering PR and Communications strategy across Orchard's award-winning client portfolio.

This person will own PR Strategy, this includes the development, execution, monitoring and measurement of tactical activity, ensuring positive coverage, and all the while building a purpose-driven brand.

The successful candidate will take ownership of Media Relations, Crisis Communications Strategy, PR and Content Strategies, working closely with the wider Media/Communications and agency team to devise and deliver a plan that is executed effectively.

The successful candidate will devise, develop and deliver Social Media Strategy that identifies the right social media channels for each market to enhance brand reputation, as well as taking into consideration the use of social media for demand generation purposes.

Whilst this is a stand-alone PR role with the opportunity to grow a small team, you will work closely with our media planning and buying department to collectively create impactful, integrated and effective campaigns for our clients.

This is a blended role, with some homeworking and access to a Cardiff city-centre office. This role will also require some monthly travel.

What you need to do:

Please send us a current CV and a summary (1 x page max) of why you are the right person to join our team to JoinTheTeam@thinkorchard.com

Specific responsibilities and targets

As the PR Account Director, you will:

- Welsh speaker desirable.
- Have a strong PR and External Communications track record
- Be well-versed in Crisis Communications.
- Have a working knowledge and in-depth understanding of Digital Content and Social Media Strategy and Delivery
- Have worked within a multi-product, multi-services organisation.
- Have people management experience (ideally)
- Be a self-starter
- Have demonstrable, effective Stakeholder Management skills
- Be strategic and hands-on.
- Demonstrate a can-do attitude.
- Ideally will have some experience working for an agency or managing an agency from the client side.

PRIME values.

To be at all times...

Progressive. Respectful. Imaginative. Mindful. Excellence.