



# Job description

## Account Executive / Senior Account Executive

Full-time: Guildford/hybrid working

### About 8020

8020 Communications is an award-winning strategic communications consultancy for aviation, travel and mobility. We help clients grow and succeed through public relations and digital marketing, including media relations, digital PR, social media and search advertising. Our experience includes airlines, tour operators, travel agents, aircraft manufacturers, business travel, cargo, fintech, hospitality, loyalty schemes, and travel technology. We're members of the Public Relations & Communications Association and holders of the Association's CMS quality standard.

### The opportunity

We have a fantastic opportunity for a talented account executive to join our friendly and hardworking team based in Guildford. With ample external training and on-the-job learning opportunities, this is a brilliant first or next step in your public relations and digital marketing career. Reporting to an account manager, you'll be able to hit the ground running in media relations, content writing and social media.

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## The opportunity

You'll need excellent writing skills, to be great at researching and enjoy getting to grips with complex topics. Building relationships with media is a must and you will want to achieve outstanding results. We also want to tap your creative instincts to help us create brilliant, original and award-winning marketing ideas. You will be attending in-person networking events in London, as well as going on occasional international business trips with colleagues.

We have a lovely office in central Guildford close to the train station. You will work from there for three days and the rest of the time from home, although always connected to the team through video, chat and hosted collaboration tools.

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## Responsibilities

### Written Work

- Writing press releases, articles, social media content and other materials.
- Leverage AI tools for research and first-draft content.
- Proofreading all written materials carefully before submitting them to senior colleagues.

### Media Skills

- Possessing an understanding of how the media works in areas relevant to the company and our clients.
- Building relationships with journalists, with the support of senior colleagues.
- Fully managing the process of press release distribution, to include list-building.
- Helping research and identify forward feature and other media opportunities for clients.
- Utilise AI tools to enhance media research, insight and expertise.
- Pitching stories to journalists.
- Handling incoming media enquiries.
- Demonstrating confidence and professionalism in journalist discussions.
- Assisting in the organisation of media events, such as interviews, photo calls and press conferences.

### Marketing Content

- Devising, creating and implementing marketing content, as directed.
- Developing an understanding of content marketing strategies and programmes.

### Meetings

- Participating actively in meetings with colleagues, clients, journalists and other parties.
- Sharing responsibility for discussing/presenting information in client meetings and presentations.
- Utilise AI tools for agenda writing and taking action points.
- Sharing responsibility for discussing/presenting information in new business presentations.
- Helping prepare materials and information for meetings.

### General

- Liaising with clients in a confident and professional manner, establishing and maintaining good working relationships.
- Undertaking desk research for client programmes and new business pitches.

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## General

- Contributing to social media activities of the company and its clients.
- Handling administration for client accounts, including press cuttings management, report preparation and feature schedule updating.
- Contributing to new business brainstorming.
- Briefing suppliers, such as designers and photographers.

## Required qualities

- The role requires a self-confident individual, at ease with liaising with senior client contacts and busy journalists.
- You need to be highly organised with the ability to keep on top of multiple activities simultaneously.
- You must be highly adaptable to change and short notice client requests, with the ability to remain calm and think clearly under time pressure.
- You must be enthusiastic about your work and its potential to benefit clients' businesses.
- You must possess strong writing skills in all the types of work detailed above.
- You will ideally have experience in utilising AI tools, for example Chat GPT.
- You must enjoy the cut and thrust of media relations and be ambitious to achieve outstanding results.
- You must be team-oriented and enjoy delivering great results through collaboration with colleagues and partners.
- You must possess excellent research skills and enjoy mastering sometimes complex topics.
- You must be able and eager to travel internationally on business.
- You must want to be the best at what you do.

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## Benefits

Working at 8020 as a permanent employee has many benefits, including:

- Attractive salary
- Auto-enrolment pension
- Performance-related company bonus scheme
- 26-30 days' holiday subject to length of service, plus public holidays
- 'Work from Anywhere' scheme, subject to approval
- Private medical insurance
- Monthly grant towards gym membership or other fitness activity
- One-off clothing allowance payment for graduates
- Interest-free season ticket loans
- Company-funded external and internal training
- Six-monthly career reviews
- Monthly mentoring scheme
- Social media personal branding session
- Investment in technology to help you succeed
- Monthly social activities
- Summer and Christmas parties
- International business travel opportunities
- Free breakfast and snacks
- Decent coffee, herbal teas and drinks
- Positive encouragement at every turn

## Why join 8020?

We're a happy, friendly team who are serious about being world-class in our work but also like to hang out together. We aim to hire smart people and give them the training, technology and opportunity to reach their potential. If you want a work environment that's growing, supportive, understands work/life balance and strives for excellence, we could be the place for you.

8020 Communications is an equal opportunities employer.