
Evoke KYNE Job Role: Account Executive London

Evoke KYNE is an award-winning communications agency that harnesses insight, experience and creativity to advance health and wellbeing around the world. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

The Account Executive (AE) plays a key role in contributing to and supporting the account team and specific client needs, through the effective and efficient organization and implementation of the tactical programme and its specific components.

The AE will be expected to competently support the team and share responsibility in managing and responding to client needs/requests, as well as developing the ability to delegate to junior members of the account teams. The AE will be starting to develop their all-round writing skills for media and client materials and honing their media relations skills.

Base in London, this is an exciting opportunity to join a fast-paced, growing global company. Currently the position is remote until further notice.

CORE RESPONSIBILITIES

Account Administration & Organization

- Oversee AAE on generic account administration duties encouraging best practice
- Oversee logistical arrangements being managed by AAE or assume responsibility in absence of AAE on the account; ensure validity and cost-effectiveness of recommendations, and that invoices don't exceed quotations (unless for valid reason)
- Refine desk-research skills to assist with new business pitches and all aspects of account work
- Contribute ideas to the tactical implementation program
- Take responsibility for the timely, effective and efficient organization and administration of the tactical program, ensuring client and team deadlines are met
- Take responsibility for media monitoring; apply knowledge and understanding of the product area and client priorities to media scanning so relevant press cuttings are identified and circulated to team and clients in a timely fashion
- Liaise with suppliers to approve services
- Develop media coverage and evaluation reports
- Lead forward feature tracking and highlighting of relevant media opportunities
- Work within agreed budgets and time allocation for jobs
- Ensure all written communication is of the highest quality (good grammar; spell-checked)

Communications (PR and medical education)

- Demonstrate an increasing understanding of media to effectively target and sell into relevant correspondents
- Develop consumer and trade press relationships and seek to utilize these to gain targeted coverage for clients and strong attendance at press events
- Develop solid writing skills e.g. press releases, backgrounders, case studies, speaker information, emails to client and basic correspondence. Manage integration of team/client feedback, using judgement and initiative
- Draw up media lists for client accounts
- Make contact with KOLs, case studies and media medics, as appropriate
- Develop a knowledge of the 'marketing mix' and its role in the tactical program
- Read target media regularly and highlight potential opportunities for clients and follow up to establish viability
- Attend industry networking events and media briefings to gain an understanding of publications and what they look for in a story/feature

Client Activity

- Liaise with clients on a day-to-day basis to progress tactics
- Build and maintain an understanding of the client internal environment, including all relevant contacts and their job roles
- Demonstrate an understanding of the role PR plays in the client's business environment

Relationship Building

- Interact with clients and respond to requests
- Build professional relationships with external suppliers e.g. designers, Flightline, film production agencies
- Build a rapport with journalists to assist with media sell-ins and boost attendance at events
- Build relationships with potential case studies & KOLs
- Act as a team player within the Evoke KYNE team

Industry Awareness

- Continue to proactively develop an understanding of the NHS/international health systems and broader health environment, and utilize growing knowledge towards the implementation and development of client and new business programs (UK and global)
- Continue to familiarize yourself with the pharmaceutical industry and external environment
- Regularly read international industry and healthcare/consumer titles
- Keep updated on the ABPI, PAGB codes and MHRA and other regulatory bodies that impact on client business
- Keep up to date on consumer industry freelancers and which publications they regularly write for

- Keep up to date with the relevant columns in consumer magazines so features can be pitched in accordingly

ESSENTIAL SKILLS AND KNOWLEDGE

- Degree or of graduate caliber
- Minimum of 6 months or equivalent experience at AAE within a comparable industry
- Excellent verbal and written communication skills
- Effective planning and organizational skills
- Excellent customer service skills
- Good attention to detail
- Good knowledge of the pharma, healthcare and media environments

PERSONAL CHARACTERISTICS

Team Player, Creative, Reliable, Conscientious, Enthusiastic/ 'can do' attitude, Proactive, Self-motivated, Able to cope with pressure, Committed, Flexible, and Professional at all times.

QUALIFICATIONS

Degree or of graduate caliber