

PR Account Director

All Public Relations Cambodia is looking for a PR Account Director to be responsible for supporting the delivery of effective and creative PR solutions which surprise and delight All PR's clients by building relationships with the media and client teams and by managing internal teams and processes skillfully.

Accountabilities

- Utilises knowledge of traditional and digital media to maximise PR opportunities, promoting the range of PR services available to clients
- Interprets and responds to client briefs and develops effective communication strategies using media expertise, creativity tools and data driven insights, resulting in creative solutions and advice for the benefit of the client
- Contributes to crisis management plans
- Creates news stories and builds media relationships that will deliver coverage, using the full range of approaches
- Contributes to new business solutions, leveraging previous relevant experience, specialist skills and knowledge
- Assists the senior management team in developing long term client satisfaction
- Monitors the media landscape for new opportunities
- Understands and manages the relationship between client service and profitability, escalating any issues to the appropriate level
- Manages personal and team time meticulously, identifying and resolving time based issues effectively as well as assisting junior staff in managing their workloads
- Seeks out initiatives and learning opportunities to enhance personal and team development, keeping up to date with client-specific media, industry and digital developments and applying this knowledge in their work
- Manages and develops junior staff using the appropriate people management techniques, resolving or escalating issues promptly and fairly, and championing achievements
- Supports the senior team with meticulous management and delivery of all reporting and administration using the appropriate business processes
- Contributes to new business solutions through strategies propositions

Skills, Experience and Qualifications

- Strong understanding of both traditional and digital public relations
- Digitally savvy
- Curious – a desire to learn, improve, apply new knowledge and develop self
- Excellent grasp of clients' marketplaces, audiences and routes to market
- Excellent written and verbal communication skills
- Creative thinker and problem solver
- Commercially aware and decisive
- Confident networker
- Organised with excellent time management skills
- Supportive, inspiring and motivational team player
- Personal drive and passion for communication
- Self-aware and able to adapt personal style and approach to clients and team
- Ability to juggle multiple and changing priorities
- Ability to assimilate information quickly and recommend a practical response
- Ability to handle different clients from different industries with diverse communication issues at the same time