



orchard.

Account Executive

Job Description

Key responsibilities

Media and social media relations; securing high quality and relevant coverage opportunities	Media monitoring; identifying new opportunities for clients	Acting as a problem solver and 'first filter' for day-to-day account activities.	Copywriting; drafting a range of external materials including press releases, opinion articles, features, diary notes, social media posts	Journalist relationships; establishing contacts across a range of media
Reporting; producing quality client reports	New Business; assisting in the development and presentation of new business pitches	Client servicing; supporting team on regular client update calls and other activities	Account administration	Contributing to Orchard's growth story through creative content, networking and joining other initiatives across the team.

The Account Executive Role is for you if:

- You have a degree level qualification or other relevant communications experience that has developed equivalent skills and experience.
- You are a self-starter, keen to learn and develop knowledge, including by completing professional qualifications.
- You have excellent written skills and examples of high-quality writing.
- You have a thirst for news, current affairs and business issues.
- You are a creative and able to generate new ideas.
- You take a keen interest in social media.
- You have good interpersonal skills and an ability to work as part of a team.
- You are incredibly organised, have an excellent attention to detail, meet deadlines with precision and can prioritise brilliantly.
- You care. About the future of PR, about the difference you make to clients, about the impact you have on your team and about your opportunity to evolve our business.
- You have a desire for a long-term role within a fast-paced PR agency
- You want to make your mark on a growing business and you're excited to be part of Orchard's growth story.

About Orchard

- We believe in communications as a force for good. Our award-winning agency was formed more than 25 years ago; our work drives positive change, business growth and long-term value.
- We use our expertise, creativity and integrity to deliver a range of communications services, from off-the-shelf training sessions to bespoke digital, social and PR campaigns in Guernsey, Jersey and the Isle of Man.
- We specialise in financial services and professional services, and we also have many well-known consumer brands on our client list.
- Our team of communications experts includes some of the brightest brains in the local industry, we are career PR professionals and ex journalists with collective experience spanning every corner of PR, digital marketing and corporate communications; we know ethics are important and have two chartered practitioners in our leadership team.
- We have added 9 industry awards to our trophy cabinet in the last 5 years – and won 3 ‘agency of the year’ awards in the last two years.
- We care about our footprint and are registered ‘FutureTrackers’. We support the community we live in and are an ESI Community Champion.
- We make Orchard a great place to work; 100% of our team say they have fun at work
- We are recognised as ‘bubbling under’: the only agency with a CI HQ to be listed in PR Week’s Top 150 Consultancies Report 2023

What you get from Orchard

- The culture is one of fun in the office and professionalism with clients.
- The agency offers benefits including:
 - discretionary bonus scheme based on personal and company performance,
 - a company pension scheme,
 - professional training,
 - flexible working,
 - parental leave benefits and
 - personal development resources.
- We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, colour, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.
- The above lists are not comprehensive but provided as a guide.