



Custard Communications

Job Description

Job Title: Account Manager

Location: Woking, Surrey

Custard Communications is on the hunt for its next critical hire to deliver outstanding service and innovative campaigns to clients from all corners of the hospitality industry.

The agency:

Fast-paced, hands-on and renowned for our clever communications advice, Custard is making serious noise in the hospitality and events sector. With a client base that spans leading event venues, industry suppliers, hotels, pubs, drinks products, trade associations and major exhibitions, plus a reputation that wins us business through word of mouth, Custard promises exciting new challenges for an energetic, motivated individual keen to develop his/her B2B credentials.

You will be eager to make your mark in this growing, integrated agency with big ambitions and you will be excited about the prospect of developing the reputation of the business and the results we deliver to our clients. You will relish the opportunity to be client facing and directly accountable for the implementation and delivery of the campaigns you devise. You'll also be eager to get involved in new business pitches and creative brainstorming for all of Custard's clients, whether B2B or B2C.

Main purpose of the role:

To support the work of Custard Communications in delivering outstanding service and innovative campaigns to all existing and potential clients. This role will enable Custard Communications to continue to grow rapidly within the Hospitality, Tourism and Leisure industry. In addition to supporting and managing clients, the Account Manager will be responsible for maintaining exceptional relationships with clients, suppliers and the media to secure continued success for the business.

Desired Experience

- 4+ years PR & Marketing experience, preferably B2B but B2C will not be overlooked.
- Passionate about the hospitality and events industry. We're an eclectic team whose hobbies help bolster our reputation as hospitality sector specialists
- Creative, strategic and fearless – we're looking for brave, witty ideas that deliver measurable results and a sharp communicator with the gravitas to inspire, advise and make recommendations to clients.
- Proactive and hungry "what else?" personality, keen to hunt down opportunities for clients to share knowledge, comment on industry trends and be positioned as influencers.
- Experienced copywriter and enthusiastic storyteller, able to turn your hand to press releases, website copy, email newsletters and award entries – all with excellent spelling and grammar.

- Superbly organised, with significant experience managing multiple, concurrent project deadlines.
- Calm and logical under pressure.
- A whizz at creating and updating comprehensive PR/marketing plans, measuring results and reporting outcomes.
- Confident managing clients, the media, freelance staff and suppliers. You mustn't be afraid to pick up the phone.
- Experience managing direct reports would be advantageous.
- Qualifications in PR or marketing are desirable and seen as an advantage.

Key Responsibilities:

- Responsible for all PR activities carried out by this integrated agency
- Strategic direction and hands-on implementation of PR and Marketing programmes
- Ensuring integration with other communications activities
- Managing and delivering formalised planning, monitoring and reporting
- Regular copywriter for other activities including advertising, direct mail, literature and web
- Managing clients, the media, colleagues, freelance staff and suppliers
- Attend and steer meetings with clients, media and suppliers
- Maintain an excellent knowledge of the media and the industry and build relationships with key influencers.
- Plan and organise events on behalf of clients
- Responsibility for managing all contact reports and updating clients regularly by phone, in person and by email when required.
- Source ideas for features, events, opinions and surveys on behalf of our clients.
- Maintain knowledge of trends and news in the Hospitality, Tourism and Leisure industries on a regular basis and provide information back to the team during weekly meetings.
- Ensure all projects run to deadline and budget using the existing internal process.

Additional responsibilities

- Researching and attending events to further develop your knowledge in PR, Social Media and the industry.
- Being a proactive participant in the hospitality industry

Qualities and Skills

Excellent written communication

Creative and strategic thinking

Ability to use initiative

Excellent attention to detail

Professional appearance

Thorough knowledge of media

Ability to manage time effectively

Team player

Practical requirements

You will be required to work from Custard Communications office in Woking during work hours. You will also be asked to travel to events, exhibitions and meetings that may include overnight stays.