

What is a PR Account Executive?

An Account Executive is the person in charge of creating, projecting, and maintaining the image of their employer or client in the media, be it printed, broadcast, or online. Their job consists of crafting, polishing and manufacturing a public image for their clients, tending to how they portray themselves and helping to avoid scandals.

Day-to-day, you'll find yourself:

- Working on admin, media monitoring and keeping abreast of latest news in relevant sectors
- Drafting press releases and other collateral, often social media posts but could also include blogs, emails or any other forms of communication
- Brainstorming and discussing PR strategies and plans with your clients to better identify their needs
- Speaking to journalists on the phone, on zoom or face-to-face and liaising with any client contacts
- Helping to put together new business pitches with info you've researched
- Monitoring media coverage and social media analytics and reporting results to the wider team and clients
- Organising and attending networking and media events, as well as meeting clients, suppliers and partner organisations.

One thing to note is the level of exposure to each of these tasks may vary hugely from agency to agency depending on size, structure and the breadth of the client portfolio. It's definitely not one size fits all in PR!

It's so variable, which is why recruiters are so handy because we can really talk you through the different sectors/agencies and what they entail.

How to get into Public Relations

Most Account Executives will need at least a year's experience in PR, usually having done an internship and then some sort of entry-level role (typically as a Junior Account Executive). Agencies vary as to how much experience they desire for an Account Executive, but 6 months to a year is a good estimate.

As well as a little bit of experience it always helps to have a degree – if you've done PR, communications, journalism, marketing or advertising at university, this will give you a good standing when applying for entry-level roles.

Required Skills and Qualifications

- Outstanding creativity and sense of initiative
- The commercial drive to ensure client satisfaction
- Excellent interpersonal and communication skills
- Keen eye for detail (particularly when copywriting)
- Organisation and time management skills, ability to prioritise and plan effectively
- Analytical, problem-solving and decision-making skills

Salaries and Progression for Account Executives:

The starting salary for an account executive typically ranges between £22,000 - £25,000 per year.

Once you've been an Account Executive for 18 months/2 years, you're likely to be promoted to Senior Account Executive. After that you could expect a promotion every 1-2 years, to Junior Account Manager, then Account Manager, Senior Account Manager, Account Director... you get the idea.

If you have any questions on a career in public relations feel free to email careers@media-contacts.co.uk and a member of our PR team will be in touch!