



## **Innes and Campbell Communications: Job Description**

**Job title:** Communications Executive

**Location:** Tradeston, Glasgow with some working from home flexibility

**Contract:** Freelance contract for six months initially

**Hours:** 24 hours a week across 3 days with flexible working hours (core hours 10am – 4pm)

**Pay:** Hourly rate is £12 (equivalent of £25,000 pro-rata)

### **A bit about us**

Innes and Campbell Communications is a small – but mighty! – communications agency based in Glasgow.

We specialise in creating bespoke and targeted PR, communications, marketing and social media strategies and campaigns and as a small team we work really closely with all of our clients to help tell their story.

We work on multi-channel strategies across a range of sectors including events, music, arts, culture, media, leisure, lifestyle and sport sectors to help individuals and organisations achieve their communication goals.

Run by Hannah Innes and Corrie Campbell, we're positive and proactive people that are passionate about what we do.

You'll get to work as part of this close-knit and dynamic team on a range of exciting projects. We will provide in-house training and support for you to carry out your role and share our communications knowledge and skills with you.

### **Who we are looking for**

We are looking for a Communications Executive who is tenacious, personable, creative and eager to learn.

Excellent oral and written communication and interpersonal skills are a must. You should feel happy and confident liaising with clients, journalists, stakeholders and other colleagues

and be a team player. The person we are looking for enjoys working with a variety of people and understands the importance of the close relationships we have with our clients.

You should be good at managing multiple tasks and projects at once, with great organisation skills and a meticulous attention to detail.

We're keen to work with someone who has a passion and interest for the work we are doing and a love for the arts, music and events is a plus.

You should have a degree level qualification in Communications, Marketing, Media, English Literature or another literate-related subject.

You will be keen to develop your career as part of a friendly and professional team in a vibrant, up and coming communications company. You will have at least two years' experience working in professional communications and have a good working knowledge of the media landscape in Scotland and how best to utilise key social media channels.

### **Your responsibilities**

Your responsibilities will include:

- Writing press releases, website copy, blogs, case studies, briefs, social media content and other copywriting as required
- Pitching press releases and feature ideas to journalists and bloggers, across print, broadcast and online, and responding to media enquiries
- Preparing and sending out physical press packs including CDs and press releases
- Helping develop social media strategies and content plans
- Managing social content calendars including scheduling organic content and digital ads and undertaking community management on social channels
- Working with the team to help come up with creative ideas for clients
- Preparing client reports
- Attending client meetings either on the phone, Zoom or in person as necessary
- Supporting the activities of other members of the team

### **How to apply**

You can find out more about us at <https://innesandcampbell.co.uk>.

If this sounds like the role for you, please submit and CV and a one-page covering letter telling us why you'd like to work with us to [hello@innesandcampbell.co.uk](mailto:hello@innesandcampbell.co.uk) by 5pm on Monday, 26 April 2021.