



## Innes and Campbell Communications: Job Description

**Job title:** Senior Communications Executive

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

**Term:** Full-time, permanent – 35 hours a week, with flexible working hours (core hours 10am – 4pm)

**Salary:** £25,000 p.a.

**Holiday entitlement:** 28 days plus additional days over the festive period

**Start date:** April 2024 (6 month probationary period)

### 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 Senior Communications Executive who is tenacious, personable, creative and eager to become a core member of our team on a full-time permanent basis.

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.

We are looking for someone to take the lead on the planning, execution and optimisation of PR and digital marketing efforts for our clients so you should have ample PR experience and excel at managing multiple tasks and projects at once, with great organisation skills and meticulous attention to detail. Responding to interview requests, helping pull together media call concepts and pitching to key media contacts will all be in a day's work for you.

We are looking for someone who is skilled at telling compelling stories that work for different audiences, across both written press releases and online. We hope you're someone who is excited by the prospect of creating copy and content that engages, informs and motivates people.

We're keen to work with someone who has a passion and interest for the work we are doing so a love for the arts, music, events and sport is a big plus. Some knowledge of Gaelic language and culture is desirable.

We work on a variety of live events and festivals throughout the year and you will be expected to attend these on behalf of the company.

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, working closely with the company's directors as part of a friendly and professional team in a vibrant, up and coming communications company.

You will have around three 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:

- Communications strategy development and delivery
- Expertly writing press releases, website copy, blogs, case studies, briefs, social media content and other copywriting as required
- Managing pitching campaigns that include press releases and feature ideas to journalists and bloggers, across print, broadcast and online, and responding to media enquiries
- Helping managing client photo and video opportunities including devising and executing closed and open media calls
- Preparing and sending out physical press packs including CDs and press releases

- Helping manage social content calendars including scheduling organic content and undertaking community management on social channels
- Preparing client reports
- Supporting brand and artwork development for clients including liaising with external designers as required
- Monitoring, analysing and reporting on the performance and outcomes of communications campaigns
- Supporting the preparation of new business pitch documents
- Attending client meetings either on the phone, Zoom or in person and attending events, awards ceremonies and festivals on behalf of the company
- Working with the team to help come up with creative ideas for clients
- Supporting the activities of other members of the team as required

### **Key benefits**

- Pension scheme upon completion of initial 3 month period
- Complimentary access to live music events
- Protected leave over the festive period

### **How to apply**

You can find out more about us at [www.innesandcampbell.co.uk](http://www.innesandcampbell.co.uk).

If this sounds like the role for you, please submit a 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 Friday 22 March 2024.

Interviews are expected to take place on Tuesday 2 April 2024 in Glasgow.