

private & confidential

Role Description:

Senior Communications Executive

For further information please contact:

Ben Atfield

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Job title: Senior Communications Executive
Employment: Permanent
Reporting to: Chief Operating Officer, plus a dotted line to the Managing Director
Location: 34 Smith Square, London SW1P 3HL
Websites: www.ellwoodatfield.com
www.ellwoodatfieldgallery.com

About Ellwood Atfield

We are the specialist headhunting firm in the corporate communications and PR industry. Our team of 30 in Westminster and Brussels work with the most prestigious organisations and recognisable global brands. Check out our website, www.ellwoodatfield.com, to learn more about who we are, what we do, and why we're so proud of the services we provide.

The role

A newly created position, and, we think, a rare opportunity for someone with exceptional writing skills to make a palpable difference to a company with a fantastic reputation among an important, high-profile audience.

We have grown rapidly in revenue and reputation, and often punch well above our weight in terms of our marketing. We host national awards and events, attract high-profile guests including David Cameron, Ed Balls and Laura Kuenssberg, and our research has been covered in international publications such as Politico and the Wall Street Journal. We are (justifiably, we think), very proud of our achievements so far.

The objective of this new role is to take our reputation as thought-leaders in the industry to the next level. You will help develop and deliver a programme of thought-provoking content which will engage corporate communications leaders, and cement our position as the communications and advocacy headhunters.

You will be working with an existing Senior Marketing Executive, Josh, and be based in our office in the heart of Westminster. It is a predominantly UK focussed programme, with some international marketing for our offices in Brussels and Geneva. We thrive on working with bright and driven colleagues, and are committed to furthering your career development through professional training.

The full marketing mix

Working closely with our MD, you and Josh will look after the marketing strategy and delivery. You will get involved in large thought leadership and marketing projects, bringing new ideas to the table. This will involve working together to: -

- Manage the company tone of voice for all communications;
- Manage and populate a content calendar, and wider marketing plan; and
- Share brand positioning and PR responsibilities.

Writing and content management

Our staff, clients and contacts are highly-respected leaders in their industries. In this role, you will work to demonstrate our expertise by developing and delivering eye-catching and market relevant written content, including blogs, reports, and client-facing sales collateral. You will: -

- Deliver exciting written content, tying into current affairs and industry trends;
- Translate thought leadership ideas from non-marketing team members into content;
- Write your own content and sub-edit others' work;
- Publish content online using WordPress;
- Work with external parties and creative and design agencies to produce reports;
- Take shared responsibility for content promotion through social and other channels; and
- Identify and act on relevant media opportunities.

Events management

As well as hosting the annual Political Cartoon Awards, we also run the [ellwood atfield gallery](#). We host a range of events on topics ranging from election propaganda to the Leveson Inquiry, and attract some very recognisable guests (see how many you can identify from our photos). We want to grow this programme of work even further, and you will take ownership of this, including: -

- Helping to come up with event and exhibition ideas;
- Setting and helping deliver the event marketing and PR strategy;
- Managing event logistics;
- Writing post-event content; and
- Taking administrative responsibility for the events.

About you

You will: -

- Have exceptional writing skills, ideally with experience of copywriting for blogs and/or marketing campaigns;
- Have events management experience;
- Be a perfectionist - a copy error in a blog or stray napkin at an event should irritate you;
- Be passionate, self-motivated, and able to stand your ground working with senior management;
- Be interested in the world around you - particularly politics, current affairs, and/or business news; and
- Have read George Orwell's [Politics and the English Language](#). We also like writers such as [Lucy Kellaway](#).

You could be from a number of professional backgrounds, whether that be PR, marketing, or communications. SME or agency experience would be useful, but more important is a talent for written communications, creativity, and a willingness to bring new ideas to the table.

Desirable attributes include: -

- Experience with WordPress and CRM systems;
- Experience of media relations/writing press releases;
- Understanding of social media and analysis; and
- Experience of visual media (i.e. making videos, taking decent photos).

Salary & Benefits:

Remuneration: Circa £25,000 - £30,000 depending on experience, plus potential performance related bonus.

Hours: 9.00am to 5.30pm (However you will be expected to work the hours necessary to deliver your objectives). Please note that part of role requirement is to attend out of hours networking events as appropriate.

Holidays: 25 days holiday per year (extra discretionary days over the Christmas and New Year period).

Other benefits:

The boring but important stuff: -

- Pension
- Private medical insurance
- Paid for sabbatical after 5 years in service
- iPhone (for work and personal calls)
- Death in service pay-out
- Flexible working options

The fun (and just as important) stuff: -

- Very understanding about working from home for when your radiator breaks 3 times in a month
- We spend more on marketing than any competitor. This makes your job a lot easier!
- Extra day off for the company birthday
- EA Air Mile Rewards (recently used for Mexico and Hong Kong)
- There is always a lot of fruit and normally a substantial amount of cake in the office
- Wine Fridays
- Team lunches and companywide celebrations (join us before the 27th of April and we'll see you in Paris!)
- We spent £400 on cheese for 30 people at the Christmas party (as well as having a very generous food and drink budget)