

Job specification



Holden House
57 Rathbone
Place
London, W1T 1JU

T +44 (0) 207 148
0408
thinkemotive.com

- Job Title: **Account Executive - Health**
- Reporting to: Account Director - PR & Advocacy
- Team: PR & Advocacy
- Location: Balcombe, Sussex

EMOTIVE

emotive is a London, Sussex, and Boston-based, award-winning healthcare communications agency, founded over 15 years ago with a simple vision of changing lives by helping those who are unwell to get new and amazing treatments that can make them better.

The PR & Advocacy team is driven by strategic insights and visionary thinking, we educate clinicians and healthcare professionals, engage consumers, mobilise patients and influence policy-makers. Our integrated and multi-channel approach delivers impactful and tangible outcomes that result in positive, meaningful change.

We are rooted in our core values of **IMAGINATION, COLLABORATION, EMPOWERMENT, INTEGRITY** and **AGILITY**, and seek to hire extraordinary talent in those who not only hold these same values but have a passion to succeed, deliver and grow.

PURPOSE

As an Account Executive on our PR & Advocacy team you will work on some of the agency's leading client accounts in public and consumer health, helping to deliver impactful and tangible outcomes that result in positive, meaningful change.

Our extensive expertise means that no two days are the same. One day we're lobbying policy-makers in the European Parliament and the next we're dominating global headlines with our latest media campaign. Candidates are expected to pro-actively deliver results in a fast-paced environment and, under the supervision of an Account Director.

KEY RESPONSIBILITIES

- Creation of media hooks, press releases and supporting communication materials
- Liaising with trade and consumer media and developing relationships with relevant journalists
- Organising and supporting with the management of press events and congresses
- Developing engaging social media content
- Liaising with the creative and digital design team to produce visual materials such as campaign infographics and animations
- Ongoing liaison with clients, journalists and stakeholders to ensure first-class campaign delivery
- General administrative support

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Previous healthcare communications experience preferable
- Creative thinker
- Excellent communicator
- Team player
- Ability to work flexibly and under pressure
- Self-motivated
- Ability to use own initiative
- Car driver

LIFE AT EMOTIVE

At emotive, we nurture a supportive team culture and reward hard work. As a member of the team, you will be encouraged to develop your skills and knowledge with regular personal development, mentoring and a comprehensive programme of internal and external training.

We're driven not only by a desire to work hand-in-hand with our clients to inspire positive change, but also by our core values that underpin who we are and the vibrant, positive culture within the team - IMAGINATION, COLLABORATION, EMPOWERMENT, INTEGRITY and AGILITY.