

Job Description – Account Executive

As an Account Executive with Blue Lozenge you are a core member of our client delivery team. You are a great communicator and keen to develop your professional communication and engagement skills.

You are an excellent team player capable of building strong relationships with clients, in-house teams, the media and suppliers. You are an avid follower of all things health and care in the media, helping keep the organisation and your clients up to date with the latest news and updates.

Your areas of work will include research for projects and proposals, media and digital analysis, creating content for projects and campaigns, managing communication channels and organising events and workshops.

About the role

Job title	Account Executive
Reporting to	Account Manager
Salary	£23k - £35k depending on experience
Work hours	40 hours with scope for flexibility
Location	We operate as a digital-first agency incorporating a work-from-home model. Staff are expected to attend a team day onsite in Bromley once a month.

Team and reporting

You are part of One Blue Lozenge team, we work together to support each other and to deliver impactful and meaningful work. You will report to an Account Director, who will be responsible for agreeing your specific objectives with you. You will work with the in-house team and our team of associates and creatives. With support and guidance from the team, you will be given the autonomy to manage your own work.

Client and project work

You will support your team across a variety of communication and engagement projects. This will include:

- Research and development – linked to specific projects and campaigns, as directed by an account manager
- Media monitoring – identifying relevant news coverage and opportunities for clients

- Creative ideas and brainstorming – for proposals and campaigns
- Content development – assisting photography and videography: liaising with suppliers, managing consent, version control and scoping suitable locations. Writing content for press releases, articles and blogs.
- Event management – you will arrange meetings, events and workshops online and face to face
- Social media campaigns – helping develop content, monitoring and producing evaluation material
- Presentations – helping to develop and provide content for all campaigns and projects and reporting to clients
- Evaluation – monitoring, measuring and reporting on the impact of your projects and campaigns
- Surveys and questionnaires – thinking of questions and formats for surveys.

Business development

You will support the development of marketing content for Blue Lozenge including case studies and social media.

Professional development

You will be supported to be a member of a relevant professional body and to complete your continuous professional development.

Knowledge, skills and experience:

- You are a team player, great at building relationships
- You take responsibility for your own actions and like to get things right
- You are flexible in your approach to work, collaborative to support across the team to get things done
- You are a detail-orientated problem solver, with great organisational skills
- You have strong presentation and communication skills, written and verbal
- You remain calm in pressurised situations
- You have some experience of working within healthcare communications, with a good knowledge of health and the value of technology in healthcare
- You have experience of implementing campaigns, brand initiatives and social media
- You take pride in your work, are excited by new opportunities and bring ideas and enthusiasm for Blue Lozenge and your clients
- You are highly inquisitive, curious, committed to your own professional development and stay up to date with developments in healthcare, communication and public relations
- You can use all Microsoft Teams packages, including Excel and PowerPoint proficiently. It will be advantageous to be competent in other team tools for example Trello, Canva or Miro

- You are experienced managing and running social media channels
- You are experienced at running online and face-to-face events

Benefits of being part of #TeamBlue

We're a lovely bunch of people who are committed to doing meaningful work. Family is important to us and we have designed our benefits package to reflect this. As our business grows we will continue to develop this further.

- Flexible working – we will offer you genuine flexibility with your work and autonomy to manage it effectively, as well as part time and job share arrangements
- Digital first working – we have a digital first policy, therefore for the majority of your working time you can work from a place of your choice
- Face-to-face team days – connection is important to us, therefore we have a regular programme of compulsory team days (one per month)
- Expenses covered for travel to client meetings where required
- Professional development – we will give you access to learning and development opportunities with access to client networks and support in career development, including the CIPR, PRCA and IOIC
- Holiday package of 25 days plus 8 days bank holidays per year
- Christmas break – our offices are closed between Christmas and New Year
- Birthday break – we offer everyone an additional day's leave for your birthday
- Employer pension contribution

For closing date, please see job advert.

For more information or to apply, please send your CV to hello@bluelozenge.co.uk