

PR Director

The PR Agency Director will report directly into the Managing Director. They will be responsible for managing and maximising the profitability and growth of the agency while ensuring we have a highly motivated, productive and collaborative team.

The role of Director can be broken down into four key areas:

1. Reactive activity, crisis management (c.35% of time each week)
2. People and relationships with team members/colleagues (c.33%)
3. Business strategy and new business development (c.25%)
4. Professional development (c.7%)

Professional capabilities:

- Demonstrable track of winning and servicing accounts and of high-level strategic thinking.
- To provide counsel and be trusted advisor both to clients and team members.
- To commit to developing yourself professionally.
- To take responsibility for the continuous professional development of the team, through internal and external training, sharing of best practice, and other educational support methods.
- To take responsibility for the onboarding of new team members.
- To motivate and inspire others, assume role model status, and demonstrate the behaviours expected by the business.
- To reflect on own performance and recognise areas for learning and development and then apply those learnings.
- To perform a leadership role that is akin to a Deputy Managing Director.
- To operate within an ethical framework and adhering to the values of the business and support the company's ESG goals.

Organisational capabilities:

- To build and enhance the agency's brand and reputation.
- To serve as an ambassador for the agency by representing it at industry events and seeking out opportunities and providing commentary for the media.
- To provide market intelligence and drive innovation within the business.
- To demonstrate an understanding of the agency's financial goals and setting clear objectives that are aligned to these goals and seeing them through.
- To align communication strategies with the agency's purpose and values, as outlined in The Pledge.
- To support the organisation's growth through business development and to be commercially savvy in understanding the agency's finances and leading or supporting decisions accordingly.

- To take responsibility for client satisfaction and retention and growth of existing clients.
- To be accountable for client satisfaction and retention
- To see the bigger picture – socially, politically, economically, technologically – and identifying strategic opportunities, threats, and trends.
- To take responsibility for all internal communications and ensuring all team members are kept updated with the latest news and developments.