



Communications Account Manager – Maternity Cover Hey Me Ltd

Salary – £32,000-£37,000 pa pro rata (dependent on experience)

Working pattern – Guaranteed 3 days per week (21 hours) with scope to increase to full-time hours (35 hours per week)

Contract Term – 12 months (commencing December 2022), with opportunity to extend

Are you someone with a real 'can do' attitude, a friendly, personable, and creative individual who will spark new ideas and ways of working? We are looking for somebody who can work efficiently and to client briefs and support junior members of staff to excel. We are also looking for somebody with strong PR credentials, who has experience of media relations with both trade and mainstream media outlets, both from a reactive and a proactive perspective.

The role will work remotely however, you will be required to attend client offices on a weekly basis, which are currently predominantly in Yorkshire and the Northeast, and travel to the Hey Me Virtual office in Harrogate (or partner offices in Yorkshire) or other locations for meetings from time to time.

Roles and responsibilities:

- Produce effective, targeted, and measured communications and engagement activity, to meet the requirements and expectations of Hey Me's clients.
- Manage client accounts in an efficient, streamlined, and communicative manner.
- Work closely with colleagues to develop and maintain all elements of client communications in a professional and efficient manner.
- Produce well-crafted, engaging client content (e.g., blogs, whitepapers, editorial content, press releases, award entries etc.)
- Engage with media contacts to identify client PR opportunities and maintain a continuous dialogue with key journalists.
- Identify proactive PR opportunities for Hey Me's clients.
- Lead on reactive PR opportunities for Hey Me's clients, responding to media enquiries quickly and coordinate responses and approvals directly with clients.
- Manage and maintain Hey Me's master media database. Monitor any journalist movements and ensure these are logged in the database, for the wider team to access.
- Create monthly client reports, using social media and web analytics (e.g., Google Analytics) alongside the Communications Executive.
- Research and identify creative content opportunities for both clients and Hey Me.



- Working with the team, develop engaging social media campaigns for clients and Hey Me.
- Monitor the trade and national media, overseeing the delivery of weekly reports by the Communications and Senior Communications Executives.
- Coach and mentor, the Communications and Senior Communications Executives and Hey Me's annual intern, collaborating closely to identify potential training and upskilling opportunities.
- Monitor client Slack channels to handle any requests and ensure there is a continuous flow of engagement.
- Where necessary, attend networking and industry events across the UK.
- Research and identify any potential new business opportunities for Hey Me and ensure there is a steady stream of content from Hey Me's owned channels.
- Continuously monitor client communications strategies and refresh on an annual basis when contracts are renewed.
- Work as part of the senior Hey Me team on messaging and audit workshops, as and when required.

Skills, knowledge, and experience (Essential/Desirable):

- 7+ years prior working in a marketing or communications role – E
- Qualified to degree level, or equivalent – E
- Proven success designing and executing communications strategies, activity, and campaigns – E
- Excellent written and verbal communication skills, with a high-level of speed and accuracy in all written materials – E
- Excellent inter-personal skills, with the ability to work as both part of a team and alone – E
- Intermediate level Microsoft Office skills, including Word, Outlook, PowerPoint, and Excel – E
- Strong organisational and time-management skills, including the ability to prioritise to meet deadlines – E
- Experience in dealing with the media (reactive and proactive) – E
- Well versed in account management, ensuring deadlines are met efficiently and on time - E
- Strong knowledge and experience of digital communications and engagement tactics, tools, and techniques – E
- Ability to use design software (e.g., Canva) - D
- Experience of dealing in media relations (reactive or proactive) – E
- Experience managing and delivering social media campaigns – E
- Have experience in managing and coaching junior members of staff – E



About Hey Me

Amy Jeffs, Managing Director and Founder, worked in PR, marketing and communications roles in-house for over 10 years before creating Hey Me. Amy is extremely passionate about holistic communications and believes the key to getting a client's brand noticed is by finding the communication method most suited to her client's audience and their business aim.

With extensive experience across a variety of sectors, Amy and her team of communication professionals have an excellent grasp of how each industry works and they are experts in helping businesses overcome complexities in their key messages; regularly working with difficult briefs. As an example, Hey Me will help the most technical engineers speak a language everyone understands.

The combination of many years of industry insight and expertise enables the Hey Me team to deliver outstanding results for their clients, whether this is a sole trader without a communications or HR Manager, SME's or corporate businesses that requires a one-off support project.

Hey Me provides services tailored to a client's individual needs. Regardless of whether a client is looking for a communications audit or to define their overall communications strategy, supporting the everyday needs surrounding digital marketing or PR campaigns, content marketing or social media management, Hey Me delivers a range of services covering all aspects of PR, marketing, and communications.

Our commitments to you:

- 70% remote working with weekly attendance at client offices, quarterly team meetings, and face-to-face internal/client meetings, where necessary.
- Flexible working pattern – we understand the need for a strong work/life balance, and this is a key ethos we have at Hey Me. If you have any personal commitments, we value these and can shape a working pattern that suits you best.
- UK Pension Scheme.
- We provide remote employees with the equipment they need to complete their work professionally and comfortably.
- Professional development and training.
- Mental health and wellbeing support.

Hey Me package:

- 33 days holiday inclusive of bank holidays pro rata.
- 7 hour working days.
- Your birthday, or nearest working day gifted holiday.



- Flexible and remote working policy.