

JOB ROLE: PR Junior Account Executive

COMPANY: Lumea PR

Lumea is a boutique PR agency, offering services in targeted media relations, copywriting, social media and influencer partnerships. We specialise in the property sector but boast a wide and varied client portfolio. We are well-renowned for launching a number of start-ups; ranging from organic food to sports accessories. Lumea works with some of the best-known businesses in the UK retail and property sectors - from top-end developers to housing associations and interior designers.

In this PR Junior Account Executive position, you'll gain exposure to every element of the PR process, including client communication and account management; research; and content creation and management. You'll support the senior team as you learn and develop your PR skills, and gain independence and autonomy to set you up for progression within the agency.

Key responsibilities:

- Split role across PR and digital
- Drafting press releases, market comments and website copy
- Generating ideas and providing creative input for PR campaigns
- Assisting with the coordination of live PR events and property launches
- Media monitoring, reporting, and collating press cuttings
- Creating content for and managing social media channels (Twitter, Facebook, LinkedIn, Instagram)
- Strategy planning for social media campaigns
- Content generation and scheduling
- Engaging with followers: running competitions and replying to comments and DMs
- Drafting blog content
- Keeping abreast of social media trends, tools and new platforms
- Developing an understanding of the property and interiors sectors – from top-end developers to housing associations and interiors designers
- Hands on role with lots of client meetings and site visits

You must have:

- A proven interest in PR
- Design experience is a plus! (but not essential)
- Excellent communication skills - you will be working with multiple team members across the agency
- Previous media-based or creative agency experience is beneficial, but not essential
- A positive attitude and a willingness to take on a range of tasks
- Excellent organisational skills, paired with a proactive approach to ensure that all tasks are completed in a time-effective manner
- An interest in the property sector would be a huge plus
- Good knowledge of social media



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