



# All Conditions Media Job Vacancy

Date: 5 May, 2022

## PR Account Executive

### Our mission

Action sports. Adventure travel. Outdoors. We've based our lives and careers around the cultures we love, creating ACM to help represent them and the brands that work hardest to look after them.

This commitment means that we only work with the most innovative, technical or heritage brands and companies, helping them take their stories to a wider audience in the most credible way possible

### The role

We're looking for a PR Account Executive with a passion for action sports and the outdoors to join our fast-growing team.

The role is suited to someone with experience of working in PR for an agency, but we will also consider applicants with in-house experience. You'll be working in a dynamic team environment, contributing to the creative process and campaign planning, leading outreach and media relations, and monitoring media coverage.

We want an adaptable and enthusiastic go-getter capable of managing fast-paced projects and jumping from one campaign to another. You'll be working on existing accounts as well as helping us bring in new business.

### Accountabilities and responsibilities

- Working with our Account Directors to deliver campaign strategies, creative ideas and in-depth campaign plans
- Coordinating campaigns from start to finish
- Creating press releases, media invites and branding toolkits for multiple campaign briefs
- Building relationships with a network of media, partners and influencers in the action sports and outdoor industries

- Contributing to client meetings and developing client relationships alongside Account Directors
- Working with external, third-party providers whenever necessary to deliver campaigns
- Collating press clippings and monitoring coverage
- Keeping abreast of competitor and industry activity across all channels to feed into client meetings
- Contributing to team ideation sessions for ACM marketing and content creation

## Skills and experience

- One year's experience in an agency environment or relevant brand-side role
- Proven experience working on PR activity
- Capable of working across multiple briefs and workflows
- Excellent attention to detail
- A collaborative, team-oriented approach to working
- Creative outlook
- A passion for action sports and the outdoors is essential

## Our clients

We're incredibly proud of our brand partnerships, which include: adidas Outdoor, adidas Specialist Sports, Arc'teryx, Arksen, Danner, Elan Skis, TSA, Shackleton, Db and YETI.

## The package

- Salary – competitive, dependent on experience
- Full-time, remote-based role with flexible working hours, although applicants should note that the role requires regular meetings in GMT and CET time zones

- Regular (bi-monthly) team building and development trips that include hiking, climbing, biking or surfing
- 25 days leave plus your birthday off, exclusive of bank holidays
- Progression budget – £1,000 per year plus two days learning leave
- Membership of a local co-working space and WFH equipment budget

## DEI statement

All Conditions Media is an equal opportunity employer committed to creating a diverse environment. We value, support and celebrate differences in backgrounds and experiences, and strive to increase participation from traditionally underrepresented groups in our industry.

All qualified applicants will receive consideration regardless of race, colour, religion, sex, sex stereotyping, pregnancy (which includes pregnancy, childbirth, and medical conditions related to pregnancy, childbirth, or breastfeeding), gender, gender identity, gender expression, national origin, age, mental or physical disability, ancestry, medical condition, marital status, citizenship status, sexual orientation, or any other status protected by applicable law.

## Ready to apply?

We can't wait to hear from you! To apply for this role, please complete the application form here [[link](#)].