



## **Kavanagh Communications Recruitment Profile: Account Manager**

### **Average PR agency seeks average candidate to help maintain our average performance...**

*Isn't it odd, you never see a job advertisement seeking someone 'average'...*

At Kavanagh Communications, we never think of ourselves as an 'average' agency, which is why we never seek 'average' candidates for the team. We're looking for something extra in everyone who joins us, and we want to share the success we can achieve together. As such, we're equally committed to helping our team consolidate their skills and experience to help keep them above the 'average'.

So, what do we hope to see in this 'non-average' candidate?

Well, first of all, the relatively easy bit – the skills and experience we expect to see in any candidate.

***Are you experienced?*** – we want to see that you have a minimum of four years' experience and have seen real action as an Account Manager.

***Sectors and brands?*** – big brand experience is, of course, always welcome but we know that winning coverage for less glamorous sectors and smaller names often involves more skill, creativity and cunning than the average...

***Essential PR skills?*** Strong client liaison skills, managing a team, crisis and issues management, press event management, budget management, Media Relations – especially in Consumer media relations with national press media.

***Away with words...*** Creativity with words is a wonderful talent but without accuracy in everything from content to punctuation, it may not actually deliver the task (or impress the client). Of course, we need to see a spark of creativity alongside accuracy, particularly in writing concise status reports and delivering effective press releases.

**IT takes skill...** Strong skills on Powerpoint are essential, and the ability to use word and excel (for budgeting).

Inevitably, the above factors are fairly standard across the PR industry and, as such, are expected by just about every potential employer. So, here's the more difficult part; what are we looking for that is different? Well, we want to see evidence of achievements... but we're equally interested in hearing about risks that were taken, even if they didn't always pay off. We want to see some edginess, some added spark of originality that made this person stand out.

We asked our team to tell us in a word or phrase, exactly what we should be looking for in a candidate...

**Accountable** – 'Taking ownership and allowing the buck to stop with you. Astute enough to know your own level of accountability.'

**Active Questioning** 'A clear thinker who can analyse.' 'Thoughtful and clever enough to probe.'

**Ambitious** - 'Wants to go up the ranks and develop a career. Mature enough to know it's a two-way thing – hard work and ambition with support from company leads to career progression.'

**Brave** – 'Worldly-wise and aware that, sometimes, you need to take a risk.' 'Not naïve and will do what it takes to get results.'

**Calm** – 'Calmly creates solutions and provides guidance, especially in a crisis – can scream and shout afterwards but delivers a solution first!.'

**Creative edge** – 'Aware and involved with popular culture and trends'. 'Media savvy and keeps a finger on the broader pulse, and not just in client sectors.'

**Edgy** – 'Someone who has lived, even if still young, and has really struck out on their own at times.'

**Energetic and Fun** – 'A zest for life and the confidence to stand out - without being too loud.' 'Engaging and interesting and capable of sharing a conversation at all sorts of levels and with a range of audiences.'

**Enterprising and Original** – 'Challenges conventional thinking, always able to consider alternatives and prepared to take considered risks where necessary.' 'A lateral thinker – always in the

place of possibility.' 'Exciting and inspiring - someone who lifts and inspires others across the agency.'

**Proud** – 'Always setting exceptional standards in their work, in everything from a simple email to a major pitch.' 'Setting standards in everything from how they look and sound to every aspect of interaction with the client.'

**Passionate** 'Passionate about PR and the agency - results-driven, competitive and wants to be the best in the agency for delivering results.'

We're not looking for 'average', we're looking for an exceptional individual.