



## Job Description Senior Account Executive Technology & Innovation

### About Us

The PHA Group is one of the fastest growing and most dynamic PR companies in the UK, proud to have achieved an array of industry awards while delivering exceptional levels of service to many high-profile clients. Based on Wardour Street in Soho, we are an entrepreneurial, news driven agency and we invest heavily in the career development of our people.

### The PHA Group Values

- Pride
- Credibility
- Entrepreneurial Spirit
- Collaboration
- Ambition
- Rewarding
- Fun

### About the Role

We are currently looking for a Senior Account Executive to join our industry-leading *Technology* department within the Enterprise division. The ideal candidate will have substantial agency experience (minimum 2 years), excellent written and verbal communication skills, good industry contacts and will have a genuine passion for the media. Entrepreneurial appetite to grow and lead is vital, as well as owning the commercial growth of new sectors and verticals for the business.

The ideal candidate will primarily have extensive experience working with B2B Tech brands and will preferably have experience in growing clients & managing teams. They will have a broad knowledge pertinent tech trends and identify PR opportunities within these spaces.

Interest and experience in some of the following verticals is required:

Blockchain  
Cybersecurity  
Fintech / Cryptocurrency  
SaaS  
IoT  
Biometrics  
AI  
Big Data / Analytics

The ideal candidate will be able to set a standard to which other ambitious account executives can aspire. They will be an energetic, hard-working, personable and confident individual, who has a genuine passion for the media, in-depth knowledge of their sector, relevant media contacts and confidence using PHA systems (Roxhill, Foresight news, etc). They will also have

excellent written and verbal communication skills, substantial agency experience, confidence in client facing situations and a can-do attitude.

### Day to Day Requirements

- Accountability for results on client accounts and regular delivery of high quality coverage
- Take ownership of certain account activity
- Development of strong client relationships – existing and new
- Development of creative, credible and value adding ideas for clients
- Establishment and demonstration of level of seniority in the department
- Updating, reporting to and communicating with colleagues, managers and clients
- Problem solving by identifying, flagging and escalating any team or account issues
- New business contribution
- Wider company contribution, such as team seminars or workshops to underline your seniority

### About You

We look forward to hearing from people who can demonstrate energy and enthusiasm for any challenge they encounter. Keen to be involved in all manner of accounts, integrated or otherwise and develop their career in an award winning, innovative PR agency. You might also be...

- An exceptional communicator
- Highly committed
- Results driven
- Experience leading commercial development
- Super organised
- Passionate
- Creative
- On time
- A team player

### What You Get

We offer a variety of performance incentives, a comprehensive training and development plan as well as a diverse benefits package to ensure that you are rewarded as highly as possible. We can provide more detail on this when we meet although, put simply, we believe in recognising, encouraging and rewarding talent.

### The Team

PHA people have a real love and genuine passion for the media, are driven by results and are hugely successful. We think creatively to differentiate ourselves, develop new approaches and deliver an outstanding level of service to all. Our success is driven by the commitment, work ethic and exceptional communication skills of our team and if this sounds like you, we would love for you to get in touch. You can send your CV & Covering Letter to [HR@thephagroup.com](mailto:HR@thephagroup.com).

### Hours

Hours will be 8:30am to 5:30pm Monday to Thursday and 8:30am to 4pm on Friday.

# The PHA Group Staff Benefits



Up to 31 Days  
Leave plus Bank  
Holidays



Team Treats



£500 Birthday  
Bonus



10% New  
Business Bonus



Medicash



PHA Awards



Cucumber  
Salon Corporate  
Discount



Cupcake Award



£500 Holiday  
Bonus



Summer Event



Christmas Event



PHA Pension  
Scheme



Childcare  
Voucher Scheme



Eye Tests



Recruitment  
Incentive: Staff  
Referral Fee



4pm Friday Finish



Ideas Bank



Staff Wellbeing  
Initiative



Fresh Fruit  
delivered to the  
office



Local Businesses  
Corporate  
Discount