

# Stratagem

part of the Connect Group

## ACCOUNT EXECUTIVE

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## APPLICATION PACK

OCTOBER 2020

**1. CONTENTS**

<b>TITLE</b>	<b>PAGE NO</b>
Cover Note	3
Job Description	4
Eligibility Criteria	7

## 2. COVER NOTE

**Job Title:** Account Executive

**Working For:** Stratagem, part of the Connect Group

**Location:** Belfast

**Salary:** Starting at £19,000 per annum

### Job Details

Stratagem is part of the Connect Group, which is a top 100 UK PR agency and one of the UK's main specialists in public affairs and corporate communications. We are a fast-growing team of 35 consultants with offices in London and Belfast, and a diverse range of clients including FTSE 100 companies, leading trade bodies, public sector organisations, trade unions, coalitions and charities.

To support our continued growth, we are looking for candidates who are interested in working in public affairs, ready to start from day one and with potential to progress through the company. The most important qualities we are looking for are a passion for politics and an ambition to kickstart a career in public affairs.

You will be working with a dynamic and expert team with experience in politics, business and the VCSE sector. You will be working directly for our clients from day one, as a member of our monitoring team and supporting consultants on client accounts.

**Closing Date:** Midday, Wednesday 21 October 2020

### Interview/Start Dates

Interviews will take place on Friday 30 October and the successful candidate will ideally be able to start as soon as possible.

### Application Details

Applicants should complete the application form on our website and send it to Clare Forker, Finance and Corporate Services Manager [clare.forker@stratagem-ni.com](mailto:clare.forker@stratagem-ni.com).

If you are having any difficulties or require a hard copy, please contact Clare Forker on 07500123400.

## 3. JOB DESCRIPTION

**Job title:** Account Executive

**Reporting to:** Account Manager on client accounts, Line Manager on personal development.

**Location:** Stratagem's offices are located at the Carnegie Library, 121 Donegall Road, Belfast. However, currently staff are working from home as per government guidance and therefore this post will require remote working.

### **Purpose of Job**

Established in 1998 as the new Assembly took shape, Stratagem connects organisations with politics and gets results.

In 2019, Stratagem joined forces with Westminster-based public affairs agency Connect, which is a top 100 UK PR agency and one of the UK's main specialists in public affairs and corporate communications. We are a fast-growing team of 35 consultants with offices in London and Belfast, and a diverse range of clients including FTSE 100 companies, leading trade bodies, public sector organisations, trade unions, coalitions and charities.

To support our continued growth, we are looking for candidates who are interested in working in public affairs, ready to start from day one and with potential to progress through the company. The most important qualities we are looking for are a passion for politics and an ambition to kickstart a career in public affairs.

As an Account Executive you will provide high quality services to all our clients. You will be responsible for delivering our political and Assembly monitoring services, a crucial part of our business. You will also work across the business to support public affairs, PR, and business development strategies.

You will have excellent written and verbal communication skills, be well organised, highly motivated, and able to work under your own initiative. You will have good interpersonal skills and an entrepreneurial attitude.

## Responsibilities

### 1. Client delivery

#### *Political monitoring*

- monitor political and Assembly events of relevance to Stratagem's clients
- issue-based media monitoring
- show an attention to detail – ensure that work is completed on time and to excellent standards, always 'adding value' to the client
- send client-ready, accurate communications which require minimal review by senior colleagues
- develop excellent client relationships – ensuring that the clients' needs are met and exceeded, able to call for advice at any time, and maximising the opportunities for growth
- engage with client lead on key developments of significance for clients
- ensure political information databases are kept up to date
- keep specifications and lists up to date
- provide administration support and ensure all client materials and files are up to date and well organised

#### *Public affairs, planning and PR delivery*

- prepare agendas for internal meetings and meetings with clients
- produce accurate minutes and action notes for clients in a timely fashion
- produce policy, research, and political briefings for clients
- liaise with the offices of MLAs, MPs, Ministers, and local councillors
- compile databases and stakeholder lists
- draft letters to MLAs, MPs, Government Ministers, and others
- contribute to the drafting of strategies
- draft and sell in press releases for clients
- organising and delivery of events and All Party Groups
- attend party conferences and other events on behalf of Stratagem and our clients\*

### 2. New business

- identify leads from monitoring
- carry out research to contribute to pitches and new business campaigns
- contribute to new business databases around:
  - Assembly business and inquiries
  - Government consultations
- regularly attend networking events to build your understanding, always presenting a positive, professional image of Stratagem\*
- contribute to Stratagem's communications output through website and social media content

### 3. Internal

- information updating on the Stratagem CRM
- complete daily timesheets
- provide colleagues with general administrative support as required which may include:
  - setting up meetings
  - diary coordination and support
  - other general ad hoc requests for assistance
- meet internal deadlines - being organised and punctual
- develop positive, professional working relationships with across the Connect group
- communicate effectively to manage workload and deadlines

### 4. Personal development

- read trade press relevant to your clients
- attend think tank events
- develop and maintain knowledge and interest in current affairs, politics and political decision making
- work to develop and maintain communications and public affairs skills
- attend relevant training courses

### Personal attributes

- a passion for politics, policy making and current affairs
- exceptional written, presentational, and interpersonal skills
- the ability to assimilate, analyse and summarise written material quickly
- excellent listening skills, as well as the ability to take an impartial view
- the ability to inspire trust and confidence in clients
- a team player
- commercial awareness and good business sense
- enthusiasm and self-motivation.

\*These statements are referring to a time when such events are possible and in line with government guidance to social distancing

## 4. ELIGIBILITY CRITERIA

### Essential Criteria

1. A Graduate with experience of monitoring, campaigning or other relevant public affairs or political activities.
2. Excellent understanding of the structures of governance across these islands and Europe and an experience of influencing them including the legislative process. This to include a thorough understanding of the NI Assembly, the legislative process, administrations, and political parties as well as political issues and cycles and their relevance
3. Experience of managing a complex or sensitive situation.
4. Ability to communicate clearly and confidently, both in person and in writing, with people and organisations at all levels.
5. Capability to develop impactful materials to deadlines, including press releases, research reports, briefings, presentations, web content and marketing materials.
6. An innovative and determined approach to problem-solving.
7. Experience of planning and managing work with ability to prioritise competing work demands, working unsupervised to tight deadlines and the management of a range of different tasks.
8. Experience of delivering a successful event.
9. Competence in the use of a variety of Microsoft Office applications, databases, website maintenance software and information management systems, along with an ability to confidently use several social media platforms including Twitter and LinkedIn.

### Desirable Criteria

1. Prior experience of working for a public affairs agency, communications agency, elected representative, trade association or professional body.
2. Previous experience of planning and delivery of PR, publicity strategies and campaigns. Producing media content across a range of platforms including press releases and blogs.