



JOB DESCRIPTION

TITLE: SENIOR PR AND COMMUNICATIONS ACCOUNT MANAGER

DEPARTMENT: CLIENT SERVICES

REPORTING TO: HEAD OF COMMUNICATIONS

SUMMARY

Diva has an exciting opportunity for a **Senior PR and Communications Account Manager** to join our award-winning Creative Agency in further establishing our newest service offering – **Communications**.

Diva is already the agency of choice for some of the world's best games developers, publishers and entertainment brands. We cover every aspect of the creative process, from strategy through to concept creation and delivery across all channels. Now, Diva is establishing a name for itself in communications and PR services with the objective of offering clients fully integrated campaigns for projects and titles.

This is an exciting opportunity for the right candidate as we grow our communications offering. Working in tandem with the Head of Communications and fellow PR Account Manager you will be well-placed to influence the division and build a solid, strategic foundation upon which it can develop and grow.

The role is ideal for those with a track record of PR in video games, including working with influencers and press, strong communication, creative and strategic skills. You will need to be extremely well organised and be attentive to small details. The role would suit someone with a love of video games, videogame culture and who has a strong interest in the current channels of communication best placed to speak to gamers.

A Senior PR and Communications Manager is responsible for managing a portfolio of video game clients and promoting them and their titles to target audiences via communications and messaging plans that you have been part of creating.

As the service offering develops you will become an influencer of public opinion, with the objective of growing awareness through a range of PR tools such as news items, press releases, case studies, preview and review cycles, and social media activity. You will be the key to shaping your client's reputation and profile and will manage their press coverage in tandem with their other marketing pillars and priorities.

KEY RESPONSIBILITIES

- Working in tandem with the Head of Comms and Diva's current PR Account Manager you will:
 - Manage a portfolio of clients' PR accounts as it grows.
 - Provide counsel to clients to aid their PR and wider marketing campaigns
 - Be involved in pitching for new business and developing PR proposals by providing innovative and creative PR ideas which feed into wider Diva pitches. This may include traditional PR, social media and influencer strategies.
 - Develop plans which have key performance indicators included from the get-go.
 - Establish processes for every stage of the mechanical side of the communications process: PR planning, NDA and embargo setting, PR reporting, code management etc.
 - Budget Management / Time and Project Management against budgets.
- Day to Day you will:
 - Handle day to day Management of the needs of the client and their accounts.
 - Contribute to daily meetings, and liaising and updating clients on PR activities.
 - Build relationships with existing and new clients and key media contacts by:
 - Communicating effectively with a range of stakeholders (up, out and across the business).
 - Liaising with clients regarding press campaigns, creative projects and PR solutions. Brief clients and updating them on press campaigns.
 - Dealing with the media, speaking to journalists and other members of the press and influencer community as a daily point of contact.
 - Building client relationships and maintain a network of media contacts including journalists and industry spokespeople

- Develop industry, sector and product focused PR campaigns for our clients games and talent.
- Develop news angles, stories and pitches to further the client's profile, products and services.
- Work within the parameters of campaign embargoes, NDAs and spoilers etc.
- Use numerous tools in order to facilitate external communications, planning and PR reporting.
- Analyse PR coverage and provide written coverage reports as per pre-agree timings.
- Ensure we are hitting our pre-agreed KPIs and evolve plans as challenges inevitably occur.
- Keep abreast of current PR trends and tools and key happenings in video games.

PROFESSIONAL SKILLS AND EXPERIENCE

- Fluent communication skills – both presentational, verbal and written
- Ability to plan and execute scalable PR campaign for a variety of clients, game genres and budgets.
- Emotional intelligence and interpersonal expertise
- A strong understanding of media, including social media and influencers.
- Flair for creativity, strategic thinking and innovation.
- Strong press release and copywriting skills.
- Ability to adapt PR roll outs to be relevant to different titles and audiences.
- Commercial awareness – can our ideas also hit key KPIs?
- Good industry knowledge and experience in building influential networks.
- Project management and ability to work across several projects at once.
- Ability to work to deadlines and keep others on track.
- Service focused and sensitive to confidential information.
- Discretion and an understanding of why embargoes and NDAs are in place.
- Good contacts within UK gaming media.
- Experience of working with and good contacts book of streamers and influencers.

LIFE AT DIVA

We play for keeps

For us that's all about the long game. We've been working at the heart of the games industry for over 15 years, and we've built a great home where people can flourish. Our team's genuine passion for the industry results in mind-blowing work that builds ever-stronger relationships with gamers and the gaming community. It also keeps our clients coming back for more.

We champion happiness

We've created a positive environment where our people matter first and foremost. A place that encourages everyone to think differently – and have fun doing it. You'll find our wellbeing and people policies to be both progressive and supportive, so you can be you, and flourish.

We dream big because that's where the good stuff comes from

The smartest thinking. The sharpest creative. Like award-winning campaigns for the world's best loved games developers, publishers and entertainment brands.

WHAT WE OFFER

- Join our team of gaming natives and geek-out with us over all the latest gaming news and events
- The chance to work with exciting clients within one of the largest and fastest-growing entertainment industries in the world
- Annual dedicated training budget
- Company pension scheme
- Discretionary company bonus
- A stylish, modern workspace with the latest video game consoles, pool table, cinema and arcade machine
- Holiday: 25 days plus Bank Holidays. After 3 years service an additional day is added each year up to 28 days
- Standard hours: 9-5.30pm plus flexible working policy with core office hours (10am-4.30pm)
- Hybrid/remote working available – dependent on the candidate
- Regular company socials, team-building days, birthday 100 club
- Cyclescheme
- Employee Assistance Programme
- Annual BUPA health checks scheme

TO APPLY

Please email your CV/resume to **spram-1122@diva.agency** including a little bit about yourself and interest in the Senior PR Account Manager position.