

🌟 **Job Title: Senior PR Account Executive**

📍 **Location: Manchester (Hybrid – 2–3 days a week in city-centre office)**

💰 **Salary: Competitive + based on experience**

👤 **Reporting to: Client Services Director**

The Role: Senior PR Account Executive

We're looking for a bright and ambitious PR pro to join our growing team. If you've got a couple of years' experience and are ready to take your next step, this role gives you the opportunity to make your mark across exciting B2B accounts with real-world impact.

You'll be the day-to-day contact for several clients, crafting compelling stories, building relationships with journalists, landing media coverage, and helping shape bold thought leadership campaigns.

What You'll Be Doing

- Acting as the go-to contact for your clients, building trust and delivering results
 - Building and nurturing media relationships across key trade and national titles
 - Writing standout content – from press releases and case studies to op-eds and socials
 - Crafting and distributing press materials that get noticed and generate coverage
 - Keeping a close eye on trends and issues – and turning insights into ideas
 - Scoping out relevant events, awards, and speaking opportunities for clients
 - Supporting the planning and promotion of webinars and events
 - Helping shape new business pitches and proposals
 - Tracking results and preparing clear, concise reports to show the value we bring
 - Maintaining PR calendars and keeping things running smoothly day-to-day
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What We're Looking For

✅ **Must-Haves:**

- A positive, can-do attitude with commercial awareness
- Proactive communicator and team player
- 2+ years in a PR agency or in-house (B2B is a bonus)
- Great media contacts and a nose for a story
- Strong writer with experience across formats (press releases, articles, social)
- Able to juggle multiple projects and deadlines
- Experience with tools like Agility, Hootsuite or Sprout

🌱 **Nice-to-Haves:**

- Passion for sustainability and climate action
- Experience working with clients in engineering, construction, or built environment
- CIPR or PRCA membership
- A degree in PR, Journalism, Communications or similar

Why Join Us?

- A values-led team on a mission to make a difference
 - Certified B Corp – part of a growing community of businesses balancing profit and purpose
 - Hybrid working with a bright, creative workspace in central Manchester
 - 25 days holiday + birthday off + Christmas close-down
 - Flexible hours + proper work-life balance
 - Health cash plan + company pension
 - Cake. Lots of cake.
 - Ongoing training and development – your growth matters to us
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About Hattrick

We're Hattrick – a B2B communications consultancy on a mission to help businesses shine in a complex world. We bring standout stories to life through strategic PR, thought leadership, and accredited Carbon Literacy training – helping our clients unlock opportunities in the green economy.

Rooted in the Swedish principle of '*lagom*' (balance in all things), Hattrick blends purpose with performance. As a certified B Corp, we're proud to champion a regenerative, inclusive economy that works for people and the planet.

Our clients are changemakers navigating big issues like net zero, social value and innovation in the built environment, tech and engineering. We're here to help them lead the conversation with confidence.

Our culture? Think Scandinavian calm meets northern creativity. We believe in proper work-life balance, meaningful work, and making space for 'fika' – that's weekly team time over coffee and homemade cake 🍰☕

Ready to do brilliant B2B work that makes a positive impact? We'd love to hear from you.

Send your CV and details to: stephanie.dawson@wearehattrick.com