

Job Description: PR and Marketing Executive

NO AGENCIES PLEASE

Role overview

To be based in Cambridge or Manchester office

As PR and Marketing Executive you will be providing support across Zyme Communications (Zyme) clients. You will be part of the Zyme team, headed by Lorna Cuddon, Managing Director. You will support the senior team, working on existing clients by undertaking tasks assigned to you, as well as new business.

Work is very much driven by client assignments and is thus varied but unpredictable. With regards to client work, this might include:

- Researching client coverage, and compiling cuttings reports
- Drafting and editing activity reports
- Social media support, including content research and planning, tracking and reporting metrics
- Preparing and distributing press releases and following up with publications
- Attending client meetings, taking notes and drafting actions lists
- Keeping an accurate record of work, using the Company's timesheets system
- Maintaining Zyme databases of media and industry contacts, using and updating the CRM systems
- Copy editing / proof reading
- Conference and awards support
- General admin tasks

In addition, you will be expected to assist Zyme in identifying and winning new business from both new and existing clients. This might include:

- Researching potential opportunities
- Helping with proposals

Skills and experience

- Educated to at least undergraduate level in a life sciences subject
- Excellent attention to detail
- Organisational skills and the ability to work across multiple projects at the same time
- Excellent written English
- Knowledge of social media platforms