

## Senior Campaign Executive

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Company: Lewis

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

### Key responsibilities and tasks

#### Client Management

- Assists the Campaign Managers and Campaign Directors with the management of clients and projects
- Offers thoughtful advice and recommendations to clients and team regarding media strategy, tactics and media opportunities
- Maintains assigned relationships with clients, establishing self and LEWIS as an invaluable long-term partner for marketing and communications services
- Manages communication with select clients and ensures deadlines and service agreements are met consistently
- Participates in the business development process by supporting with pitch preparation and research

#### Media Relations

- Understands and avidly follows the news agenda, positioning clients and products within the wider news narrative
- Directly pitches engaging content to journalists, bloggers, and analysts on an ongoing basis
- Assists in the management of press/analyst tours, briefings, and meetings
- Reviews and refines campaign programmes at a tactical level, ensuring ongoing relevance and adapting plans where necessary
- Deploys rapid response to breaking news on behalf of clients, reacting quickly to emerging

stories in line with client profiles

- Researches, identifies, and approaches appropriate media contacts (eg. journalists, bloggers, analysts) on an ongoing basis
- Identifies and secures standing opportunities such as columns and Q&As with a wide range of industry and national news platforms
- Continually builds a solid understanding of the media landscape across national, regional, industry-specific, and vertical channels
- Attends and coordinates industry events with a view to growing and strengthening individual and LEWIS media network

## **Content**

- Drafts a broad range of written materials including biographies, briefing documents, media alerts, soundbites, Q&As, backgrounders and boilerplates, ensuring a consistent level of high-quality content
- Creates press materials and compelling content for both traditional and digital media
- Creates valuable and insightful briefing sheets to assist clients with their press communications
- Understands and develops knowledge around how to find a good news angle or hook
- Takes a developmental approach to improving writing ability, adapting and refining style to suit the needs of the client
- Works with content specialists to ensure a consistent level of quality for all written content
- Uses insight to create valuable briefing sheets for clients to use during their press briefings
- Reviews content drafted by Campaign Executives/Campaign Coordinators, providing feedback and guidance

## **Digital / Social media**

- Uses social media platforms to expand own network, develop media relationships and positively impact client results
- Pitches additional digital content including infographics, animations, and video to support written content and client aims
- Uses social media and proactively explores new tools, solutions, and processes to continuously evolve and optimise client PR campaigns
- Provides social media insight as well as execution and management of related digital activity
- Works collaboratively with the digital team to increase the utilisation of digital services

wherever possible

### **Team working and development**

- Mentors and provides advice to graduates and account executives within the direct and wider team
- Ensures personal objectives are met on an on-going basis as well as meeting all deliverable client objectives
- Accurately reports activity levels and regularly completes timesheets to ensure correct allocation of client duties
- Works closely with line manager to maximise own strengths, improve weaknesses and support individual and team career development
- Supports the training of graduates and interns wherever possible
- Regularly attends LEWIS training sessions and daily press briefings to enhance skills and develop knowledge

### **Reporting and analysis**

- Tracks and reports on media activity, including coverage reports, press clippings, online media engagement
- Reviews reports and metrics prepared by Campaign Executives/Campaign Coordinators
- Ensures that all account activity and results are reported back to the Senior Campaign Executive / Campaign Manager / Campaign Director
- Communicates account performance internally at account reviews
- Provides reports to the Campaign Director or senior management team on request

### **General**

- Supports the Client Servicing team on a range of initiatives and projects
- Takes a proactive role in promoting the LEWIS brand, its work, identity and values
- Supports the HR / Talent team by promoting both internal and external opportunities at LEWIS

across social media and via the referral scheme

- Contributes and supports the continuous improvement of systems, practices and policies

### **About you**

- Relevant experience working in a B2B, corporate, consumer, or digital communications agency environment at a Campaign Executive or Senior Campaign Executive level
- Attention to detail

- Proven written and spoken ability in English and Arabic languages
- Creative thinking
- Understanding of client business issues and requirements
- Highly developed presentation skills
- Thorough knowledge of media: print and broadcast
- Understanding of market research and analysis
- Ability to motivate and lead a team
- Ability to delegate effectively
- Calmness under pressure and ability to achieve tight deadlines
- Ability to interact with confidence at board level with clients
- Proven ability to keep abreast of current affairs and relate them to client situations
- Polished and professional appearance

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