

## **Job Description & Application Details**

### **Communications Director - Ref: MC-CD**

#### **About the job:**

Morrow Communications is seeking an experienced and enthusiastic Communications Director to join our award-winning PR & Communications team!

As Communications (Account) Director (CD), you'll be an empowered senior communications consultant, providing strategic communications advice to clients across the public and private sectors. As part of an integrated communications consultancy, this role combines a range of tools including media relations, digital communications, social media, stakeholder relations, crisis and issues management, copywriting and internal communications.

#### **About us:**

Morrows is an award-winning full-service agency based in Holywood, Co Down, committed to delivering creative campaigns that truly engage. CIPR Consultancy of the Year for 2021/22 and a multi-award-winning company for our client work we represent some of the UK and Ireland's most exciting brands and organisations.

You would be working with a talented, fun bunch of people - from the Communications team to Video Production, Event Management, Advertising, Design and Digital - collaborating together to deliver integrated communication solutions to our varied client base.

Our client base is growing and adapting to new challenges and exciting opportunities and so are we.

#### **What to expect:**

The successful applicant will play a key client management/directing role bringing energy, creativity, and experience to a number of our core clients and the Morrows team as a whole.

In return, we provide reward and recognition at every step of your career, with a competitive salary and plenty of opportunity for growth - plus a first-class employee engagement experience through our '**Belong**' programme.

All this will be provided in an open, friendly and supportive environment with relevant training and professional development. Morrows is the only NI agency which holds the PRCA Gold Communications Management Standard, a quality mark which underpins all our client and employee processes.

#### **Specific experience required for the role:**

- Applicants for Communications Director must have a minimum of six years relevant PR / communications experience working with clients/organisations in the private and/or public/third sector. This should include experience of devising and delivering communication strategies to meet client objectives as well as managing associated budgets.

- Have at least 3 years' experience of managing people
- Hold a third level qualification (preferably, but not exclusively in Public Relations, Communications and/or Marketing)
- Have a recognised digital marketing qualification and/or proven experience of designing and delivering digital communications programmes including: content planning, copy creation and delivery across a range of social media platforms; social influencer management, planning and delivering digital advertising campaigns and measuring and evaluating their effectiveness
- Demonstrate solid experience of helping deliver media and stakeholder relations strategies and advising clients on their communications in good times and bad.
- Have experience of delivering excellent results within a communications/marketing environment and as part of a team.

### **What we are looking for:**

- You'll be an inquisitive, strategic and big picture thinker, who can offer strategic communications counsel and planning to clients and who takes time to understand a client's business objectives to help devise appropriate communications solutions to achieve them.
- You will be responsible for developing and maintaining a forward-looking business strategy in line with the overall company growth strategy and work with colleagues to identify new business opportunities based on a clear understanding of Morrows business needs.
- You will lead client teams on the day-to-day servicing of client projects and campaigns and you'll know how to manage a busy schedule and thrive as part of a team.
- You will have solid experience of helping deliver media and stakeholder relations strategies and have an active interest in the changing news agenda and current affairs.
- You'll also be very comfortable in the digital sphere and understand how to channel great content to online audiences and advise clients on the latest digital trends.
- You'll have first-class relationship and communication skills – able to connect positively with everyone you encounter - from clients to media, colleagues to suppliers.
- You'll have an instinctive flair for writing in a variety of styles online and offline with meticulous attention to detail.
- You'll be ready to jump headfirst into the role, working on a number of major PR/communications accounts in various business sectors, as varied as agri-food, finance, retail, IT, energy, manufacturing and hospitality/leisure.
- You will help ensure that the best talent is sourced and developed to meet current and future business needs. In particular this will include helping support more junior members of the team to develop their skills and experience.
- It would be desirable to have a sound operational knowledge of a Communications Consultancy environment.

### **How to apply:**

If you meet the above criteria and have the experience and ambition to deliver what we need, apply with an up to date and tailored CV - with particular reference and relevance to the job description above and quote reference MC-CD. Email it to [jobs@morrowcommunications.com](mailto:jobs@morrowcommunications.com)

Please also include a separate elevator pitch about yourself (250 words maximum) highlighting how you are the must-see candidate for the position. Please tailor your pitch to best demonstrate how you are right for these specific roles.

**Closing date – 17th February 2023**