

## **Job Description & Application Details**

### **Communications & Digital Executive- Ref: MC-CDE**

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

Morrow Communications is seeking a number of experienced and enthusiastic Communications & Digital Executives at various levels to join our award-winning PR & Communications team.

As Communications and Digital Executive (CDE), you'll be key part of our client teams, providing strategic communications support and campaign execution 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 communications agency based in Holywood, Co Down and is 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. Most recently we have been shortlisted in the **Best Place to Work** category in the Irish News Workplace and Employment Awards 2023.

Our 35+ strong team works together to deliver big results for our clients, and 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. With a new ambitious growth strategy there will be significant opportunities for good people to grow with us.

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

The successful applicant will play a key client management and campaign delivery 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 benefits as well as plenty of opportunity for growth – all delivered through our first-class employee engagement experience programme called '**Belong**'.

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 must have a minimum of 1-2 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.
- 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 and strategic thinker**, who takes time to understand a client's objectives and can help devise appropriate communications solutions to achieve them.
- 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 know how to manage a **busy schedule** and thrive as part of a **team**.
- 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 significant PR/communications accounts in various business sectors, as varied as agri-food, finance, retail, IT, energy & renewables, manufacturing and hospitality/leisure.

### 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-CDE.

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 this specific role.

**Closing date – 30<sup>th</sup> June 2023**