

Our account executive role

It was entrepreneurial spirit that drove the formation of Lansons, and we continue to look for excellent communicators, entrepreneurs, and leaders of the future to work with us.

We like to recruit for our account executive role and then help our people develop through the agency, so we are always looking for talented people setting out on a career in communications. But we also welcome fresh thinking and new perspectives, so anyone with relevant experience will be considered. We're looking for you if you are prepared to work hard with a team of amazing consultants tackling a diverse and exciting range of clients, projects and opportunities.

What we can offer you

Our employees are the heart of our agency and we aim to be a special place to work, offering people career guidance, training, genuine career progression and professional development throughout their time at Lansons. We are a meritocracy.

Our account executives act as the linchpin and foundation for teams, co-ordinating and supporting others and delivering high-quality work in an exciting environment - you would be working as an integral member of client teams. Our no-silos structure means people stretch their experience cross-agency in truly integrated teams, learning from multiple skillsets, shared knowledge and expertise. Numerous people have been inspired by visits to agencies abroad, client secondments, pro-bono work, social events and learning from our various partnerships, which include High Tide Theatre.

Supporting the careers of our people is of the upmost importance to us, so we coach, train and nurture our account executives. We have a range of systems in place to help you develop in your role from supportive career managers, a dedicated training programme, direct engagement with our senior team and buddies to help you settle in.

Almost a fifth of our people at account director level and above started at account executive level, including three board directors and five associate directors. Half of our people have been with us for more than five years – and more than a quarter of our people for more than ten. It's amazing that our people want to build a career at Lansons, and we want to say a big thank you when they do. So, people receive an extra ten days of paid 'milestone' holiday on top of their annual leave every five years to reward and celebrate this fantastic achievement.

- In addition to a competitive salary we offer dental insurance, life insurance and critical illness insurance as benefits from day one. At six months we also offer the choice of a savings scheme, pension scheme (on top of auto-enrolment), or store vouchers. We have an annual bonus scheme too which rewards personal progression.
- Our core working hours are 9am – 5.30pm though the nature of a communications role means these fluctuate.
- Our office is in St John Street in Farringdon, London. Currently we are all working remotely from home.

The specifics of the role

Around three to six months of relevant experience would help equip you for the role and allow you to start with confidence. This could have been gained from work experience, placements, internship roles, or working in a junior role. It does not have to be a solid period of experience and can be from a transferable field. We know that work is often unpaid, but we also know that work and experiences of all kinds, and transferable skills these grant, are essential.

Most of the account executive role is focused on client work across the many communications disciplines we work in. The client portfolio for an account executive can be extremely broad, permitting a variety of learning opportunities. As an account executive you will also be expected to support on various Lansons initiatives and to focus on continuing professional development through attending training sessions, building knowledge,

sharing it with others and maintaining strong trusted relationships with a variety of internal and external stakeholders. The list below is by no means comprehensive but gives you an idea of the responsibilities and level of involvement you may have on your clients.

Research and planning tasks

- Researching for client projects, strategy planning, and initiatives
- Assisting in planning for events, including liaison with venues and suppliers
- Attending and partaking/contributing valuable ideas in brainstorming sessions to develop ideas for client programmes
- Analysis of trends and notable current affairs, often in media, social media, or policy. Reading around current issues within the clients' sector

Media and/or stakeholder relations tasks

- Maintaining media/stakeholder target lists for clients
- Issuing press releases on behalf of clients
- Monitoring influencers
- Liaising with journalists about meetings with your clients
- Drafting briefing documents to brief clients on forthcoming meetings with journalists or other notable individuals
- Monitoring relevant media and notable stakeholders (e.g. media, politicians, parliamentarians)

Administrative tasks

- Monitoring and logging media coverage and social media to help evaluate the effectiveness of our communications programmes
- Attending weekly team meetings, being responsible for weekly actions, shadowing on client conference calls
- Maintaining evaluation documents for clients
- Diary management for client teams, including liaising with clients about meetings

As you progress your responsibilities will increase to include:

- Becoming more client-facing: including attendance at client meetings and partaking in client conference calls
- Increased external facing work: getting out to meet with stakeholders and media, 'selling in' stories to the media on behalf of clients and securing meetings with journalists on behalf of your clients
- Drafting press releases, blog posts and other briefing materials
- Contributing to and supporting new business (through brainstorming, research tasks, pitches) and improving and developing Lansons as a workplace through taking part in internal initiatives
- Opportunity to work on a broader set of Lansons clients in our different specialisms

Skills and interests we're looking for

Practical skills

- Working knowledge of Microsoft Office (Word, Excel, PowerPoint and Outlook)
- Good working knowledge and experience in using social media; Twitter, LinkedIn, Facebook etc
- Proficiency in any foreign language is a bonus

Interest and enthusiasm in the following areas would help you to start with confidence

- Interest in businesses and what makes them tick, including business strategy
- Enthusiasm in understanding, and learning about, reputation management, the stakeholder and media landscapes
- Interest in the communication methods used to help deliver the best results for clients
- Interest in current affairs, the news, the media, how it works and the opportunities available to clients
- Enthusiasm in developing strong relationships with internal and external stakeholders

- Enthusiasm and curiosity for continuous learning and professional development
- An 'entrepreneurial' spirit, gets involved with new opportunities

Broader skills

- Highly organised, good time management, can multitask, and prioritise deadlines
- Strong, confident, and creative communication skills with internal and external stakeholders (verbal and written)
- Excellent attention to detail
- Enthusiastic 'can do' solution-orientated attitude; proactive manner, initiative, and the ability to anticipate needs
- Collaborative and positive team working skills, but with the ability to work alone and make things happen
- A solutions-driven approach to work – excellent problem solving
- An enquiring mind, eager to learn and the ability to grasp new concepts quickly

How to apply

Please submit your CV and cover letter explaining why you would like to work at Lansons. You need to show us you have views on what drives 'reputation'. Tell us how, and when, you personally have achieved great results and made a difference in your working life. Tell us, using practical examples why you would be great for Lansons. Alongside submitting your CV and cover letter, please choose one of the following to answer. Your answer can be written (within 500 words) or presented verbally in a short two-minute video. We want to hear your thoughts and get a feel for who you are.

- Describe a recent news story or event and explain why it caught your attention
- Describe why a company's 'reputation' is important
- Describe something a company has done recently that you admire and why

More about Lansons

Who we are

Since our formation in 1989 we have lived a clear purpose: to do great work for clients that we believe in, strive to be a great place to work for our people, and to make a positive contribution to society.

We are one of the UK's most respected reputation management and strategic communication consultancies with offices in London and New York. Founded by chief executive Tony Langham and our chair Clare Parsons, we are a partnership with over a third of our consultants owning 100% of the business. All employees become eligible for partnership after two years' service. We are a top ten independent communications consultancy and won 15 awards in 2020, including International Agency of the Year by PRCA - the world's largest professional PR body. We have stakes in businesses including PR consultancy Hope & Glory and research company Opinium, and operate internationally through two worldwide agency networks, The PROI and GCP, both chaired by Lansons' people.

We act as trusted advisers to organisations across the world blending expertise across customer, financial, policy, employee, and media engagement to help shape, build and protect reputations from the inside out. We take a 360 approach to engage with authenticity and purpose and ground our advice in insights that capture the mood of society, from every angle. Our integrated strategies and creative ideas are built to work across multiple channels, helping organisations tell their stories, engage with and influence their key audiences in true and tangible ways.

We work in genuine partnership with clients, bringing together teams that combine the right experience and skills to ensure organisations can build and protect their reputations in a rapidly changing world. Over 120

clients have chosen to work with us, and many have been with us for over ten years. We have global fees of over £11 million.

Our expertise covers financial communications, corporate communications, consumer focused communications, public affairs and regulatory consulting, marketing communications, communications for change and transformation, as well as broadcast and content creation. Our sector expertise covers financial services (we are the leading agency in the UK financial services sector), healthcare, transport, retail and technology among many others.

We are entrepreneurs and thought leaders - in the last few years Lansons board members have authored two books, published by two academic publishers. The first is focused on Neurocomms, entitled "Why We Do What We Do", and the second on reputation management entitled "Reputation Management: the future of corporate communications and public relations".

Our strategic thinking is also reflected in our award wins. We have won 90+ awards for our work with clients and CSR initiatives, and our 15 award wins in 2020, include:

- **PRCA National Awards** International Consultancy of the Year
- **ProVoke/The Holmes Report** EMEA Corporate Consultancy of the Year
- **PRCA's Workplace Champions** 2019, 2020, (very large agency)
- **ICCO Global Awards 2020** Championing Diversity Awards
- **Financial Services Forum** Marketing Effectiveness Agency of the Year, Celebrating Diversity
- **UK's Best Workplaces - Medium Sized Businesses** (Great Place to Work®) #48 and Top 50 for 16 years running
- **UK's Best Workplaces for Women - Medium Sized Businesses** (Great Place to Work®), #20

What defines and inspires us

We focus on what we know makes the biggest difference to people's happiness and their engagement with work.

- **We run Lansons on clear ethical principles:** We are the PRCA's Ethical Champions 2017 and Workplace Champions 2019, 2020 Winner: Very Large Agency.
- **We are committed to diversity, fairness and inclusion:** We champion equality and believe it is critical to business success. We support a wide range of initiatives, including being a founding partner of the BBC's 50:50 project. We also believe in creating opportunities; we partner with the Social Mobility Foundation, Making the Leap and Drive Forward as part of our work experience programme.
- **We champion gender equality:** Our Gender Pay Gap report, voluntarily published each year, shows that we have a low gender pay gap. Lansons commits to aiming for equal gender representation at our numerous events and has achieved the goal to date.
- **We play a role in society:** We've always donated 1% of profits to charity, and match fund activities to raise more through our thriving charity team – anyone can nominate a charity and we all vote. We partner with social mobility charities recruitment into our junior roles.
- **Partnership with HighTide:** For over 12 years we have supported theatre charity, HighTide in an award-winning partnership that includes providing them with free office space.
- **Citizenship sits at the heart of what we do:** Social responsibility means a lot to people and our voluntary Green Team reviews our environmental policies and encourages good environmental behaviour across the business. One of our core principles is to be a good corporate citizen in all our communities, something staff are enormously proud of.
- **We care about our own footprint:** We have been recognised as carbon neutral for eleven years by Natural Capital Partners.
- **We add a liberal sprinkling of fun and friendship to all this ...** our famous celebration trolleys, Friday quizzes, fish and chip vans, virtual exercise programmes and bake alongs etc. We have a team ethic and a thriving and lively social scene, be it in the office or when we are all working from home.