

## **Gravity Consulting, PR & Marketing Account Manager**

***Salary circa £22,000 to £30,000 depending on experience. Some assistance with relocation, if required, may be negotiable.***

We are looking to interview suitable candidates for this new post during the latter part of March, with a view to appointment in April. The post will be based at our Durham headquarters.

Gravity Consulting was named Small Team of the Year at the CIPR Awards ceremonies in both 2006 and 2007. Because we are small team, we must, by definition, work flexibly to meet the demands of a dynamic business environment in which we service a diverse range of clients.

You would be the seventh member of our team at our head office in Pity Me, on the edge of the beautiful city of Durham. We also have an associate based in East Sussex and servicing our specific London needs and a retained designer, working from a home office in Cumbria.

With our south of England associate we also operate under the Big Ideas brand, providing integrated marketing and media relations solutions to clients in the UK and across Europe. Our core business is destination and travel marketing and our clients in this field are major international players. We also work closely with SMEs in North East England, providing advice on the development of international communication skills.

Our clients include One NorthEast's Regional language Network, Durham 2020 Vision (promoting the future vision for the core of this historic city), Luxair Luxembourg Airlines, Atlantic Airways (Faroe Islands), Eastern Airways, Destination Events (New Year's Day Parade London, Paris and Chantilly parades, Edinburgh Easter Festival), Sunderland City Council, Darlington Council, The Tree Appeal, Faroe Islands Tourist Board and a range of SMEs in North East England.

The successful applicant will report to the Chief Executive, Stan Abbott, via Account Director Astrid Alvarez.

We are therefore seeking a dynamic, innovative, PR professional who will hit the ground running. He/she will ideally be skilled and experienced in several of the following areas:

- Experience in a busy PR or marketing agency
- Experience as a working journalist
- Experience or knowledge of e-marketing techniques
- Knowledge of or enthusiasm for the North East of England
- Fluency in one or more languages other than English

- Proven track record of success
- Ability to write clearly, quickly and concisely
- Knowledge of key regional, national and trade media
- Knowledge and understanding of the travel, tourism and hospitality industries
- Knowledge of overseas markets and media
- Knowledge of design and print
- Working under pressure to tight deadlines

The successful applicant will have responsibility for:

- Managing key client relationships
- Coordinating complex media relations and marketing campaigns
- Coordinating media launches and events
- Working with a variety of tourism sector and exporting businesses in North East England to encourage international communication skills development

The successful applicant can expect to enjoy an annual salary of between £22,000 and £30,000; 22 days annual leave, increasing by increments to 30 days; a creative team environment; personal pension contributions after two years' service; continuing professional development.

Gravity is committed to equal opportunities and we welcome applications from people of all backgrounds, irrespective of gender, faith, colour, age, nationality or disability (if any).

Applications by email (CV with accompanying letter) no later than Friday March 9, to [stan@gravity-consulting.com](mailto:stan@gravity-consulting.com), or call Stan if you would like to talk about the post, on 091 383 2838.