



# STEP

## Account Executive Trainee

Location of role:	43 Portland Place London W1H 1QB & Remote (from home)
Placement hours:	9am – 5.30pm
Working pattern:	Mon Tues & Thurs in the office Weds & Friday at home
Placement length:	12 months
Salary:	London Living Wage (£11.95 per hour)
STEP Strand:	Advertising, PR, Marketing, Print Media & Publishing

## About Broadcast Revolution

Broadcast Revolution is a specialist broadcast PR and content agency. We work across TV, radio, and digital channels to get brands seen, heard, and known. We help brands and agencies deliver quality content and coverage that drives real impact.

We create campaigns that broadcasters want to use, and audiences want to see and hear.

By striving to surpass the status-quo, we build better comms practices. This includes our award-winning work, Impact – the latest innovation in evaluation, and Broadcast for Good – our pro bono offering.

Previous high-profile brands and clients Broadcast Revolution has worked with include

- Amazon
- Uber
- Snap Chat
- John Lewis & Partners
- Bumble
- Harrods

+ more

## About the role

### **Client/account management**

- Write press releases and research questions
- Account manage and update client on campaign progress
- Compile schedules and updates to the client and ensure final reports for clients are done within 48 hours. Ideally leading to a face to face de brief meeting with client

### **Media and sell in:**

- Pitch broadcast advisories by phone or email to journalists to interest them in covering stories
- Run and manage studio sessions looking after the client and spokesperson
- Brainstorm fresh ideas for PR campaigns and run brainstorm sessions
- Record pre-recorded interviews with talent
- Monitor media coverage and report results to the wider team and clients

### **Business growth/leadership:**

- Identify and flag resource issues to line manager and resource lead

## Skills and experience

We are looking for candidates either new to the PR industry or those who may have limited experience that want to learn and develop their skills

## About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be:

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest
- Priority will be given to those that have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

## How to apply

Complete our STEP application form by 10am on Sunday 25 June, you can upload video or audio responses.

[STEP application form](#)

## For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at [goodgrowthhub@anewdirection.org.uk](mailto:goodgrowthhub@anewdirection.org.uk)

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>

