

Senior Account Executive - Instinctif Partners Public Affairs Ireland

We are driven by the ability to make a difference. Instinctif Partners Public Affairs Ireland is a leading government relations and public and corporate affairs consultancy in Ireland. Working with local and international companies, our role is to identify the trends, direction and likely outcomes of various legislative and political initiatives in Ireland and to act on these initiatives in collaboration with our clients.

Working across a range of sectors and using our extensive knowledge of decision-making procedures in Ireland, we deliver a comprehensive service that includes policy analysis, engagement, strategic information services, advice, public relations campaigns, coalition building and profile-raising activities.

We're looking for a talented, ambitious and career driven Account Executive to support our exciting public affairs and communications work in Ireland. This position is perfect for someone who is interested in building a career in public relations and public affairs in a workplace that helps you grow and learn. The role entails working as part of our expanding Dublin team across a range of client accounts and industries, driving client media relations and digital programmes as well as assisting on wider day-to-day work.

Responsibilities Include But Not Limited To:

- Developing and managing overall public affairs / public relations and communications programmes for clients
- Supporting the smooth day-to-day running of several accounts including administration, client handling and meeting deadlines
- Building proactive and positive relationship with clients
- Developing and maintaining strong relationships with journalists to maximise exposure opportunities for clients
- Building engagement with policy makers on behalf of clients, assisting with media queries and developing positive relationships with media contacts
- Undertaking research and analysis on a range of national and local public policy issues
- Playing a role in developing strategies and tactics to allow clients to clearly and successfully articulate their voice - whether that is with national or local stakeholders or the media
- Drafting consultation responses, position papers, amendments, press releases, speeches, announcements, reports and presentation materials, etc. under a tight timeframe
- Devising, organising and attending stakeholder events and client meetings
- Developing social media strategies and implementing effective programs for clients, planning and creating media angles for effective story pitching
- Providing support to drive new and existing business
- Monitoring news media and social media for new opportunities for client profile raising and making strategic recommendations on the same to senior colleagues
- Conducting new business research, leveraging your knowledge to present insightful analysis
- Working closely with colleagues across global offices on new business opportunities as well as current clients

Job Requirements:

- 3rd level degree, preferably in journalism, law political communications or public relations
- At least 12 months experience in a PA/PR consultancy or in-house environment
- A thorough understanding of Irish media and political system (awareness of political parties, major political issues and their dynamics in Ireland)
- Knowledge, understanding and experience of digital communications and social media

- Strong writing and editing ability as well as ability to create and develop PR content strategy
- Proven ability to work across multiple, diverse sectors
- Proven ability to ‘sell a story’ and communicate effectively with traditional and online media
- Proven ability to work well as part of a small team but also to use own initiative
- Knowledge of Irish lobbying process
- Proficiency in Microsoft Office applications including PowerPoint and Excel
- Excellent research and written communication skills with a flair for creative thinking and developing engaging news angles
- Well-organised, sociable and pro-active attitude, ability to work well as part of a team but also to use own initiative
- Excellent organisational and time management skills, including an ability to prioritise and meet deadlines

Our Success Is Underpinned By Our Values:

1. **Truth** always matters - We listen hard before speaking. We tell the truth to our clients and ourselves, building trust through transparency and honesty.
2. **Respect** creates trust - We respect each other, embracing diversity of background and opinion, while treating others with kindness. We respect our clients and this fosters the trust that enables us to tell the truth.
3. **Challenge** makes change - We challenge each other and our clients to stay ahead of change in our accelerating world.
4. **Growth** creates strength - We understand the commercial imperatives of our business and the businesses of our clients; we support and empower them and each other on the path to growth.
5. **Responsibility** benefits all - We want to be a force for good within the societies in which we operate, while encouraging our clients to articulate their purpose beyond profit.

Seniority Level:

Experienced

Employment Type:

Full-time, permanent