

Communications Executive – job framework

Barley's mission is: **Communication that matters**
Our vision is: **Smart people making a difference through brilliant work**
Our values are: **Curiosity, passion and integrity**

Job title: Communications Executive

Your key responsibilities

1. Client work: provide a wide range of integrated communications support to Barley clients
2. Supporting Barley colleagues: support colleagues across our client portfolio providing additional capacity or specialist support as required
3. Supporting Barley: use your skills and expertise to help the company grow
4. Business development: help generate new business by providing insights and expertise

How it will work

We need you to demonstrate the following key attributes:

- Aligned with Barley's vision, mission and values
- A passion for media relations and good journalist contacts
- A self-starter who's happy to work remotely
- Experience or strong interest in sustainability/environmental issues
- Great writing skills
- Ability to develop relationships with clients, colleagues and media
- Adept at working in a fast-paced communications agency setting

Client work

- Liaison
 - Respond efficiently and effectively to clients (by agreement with Barley colleagues) to ensure Barley is seen as responsive, good to work with and providing good counsel
 - Secure and record appropriate client approval (or approval from a Barley colleague) before publishing client copy externally
- Communications planning
 - Provide research, insights and creative input to support the development of communications plans for clients
 - Develop channel plans and messaging to maximise cut through to target audiences
- Traditional media relations
 - Develop media plans for client campaigns
 - Write accurate and engaging press releases, statements, blogs, opinion pieces and other forms of copy
 - Prepare media lists, maintaining accurate lists for key target media across Barley
 - Deliver high quality coverage in appropriate target media for instance by participating in sell ins and placing articles appropriately

- Identify opportunities for in-depth features, media partnerships, profile pieces and podcast appearances
- Develop media contacts and maintain relationships with journalists
- Monitor coverage and impact
- Digital
 - Create content schedules for clients' social media programmes
 - Monitor clients' social media presence to enhance their presence and maintain reputation. Advise promptly if reputational issues occur
 - Work with designers to create content for digital use including social media cards, infographics and short video
 - Identify, secure and manage influencers to extend the reach of client communications
 - Manage influencer marketing programmes
- Reporting and evaluation
 - Track spend for client campaigns, working with Barley Accounts accordingly
 - Prepare a range of reports for clients: e.g. coverage, social media, evaluation to a high standard showing insights and learnings, not just results
 - Use a range of appropriate formats for reporting (PPT, Word)

Supporting Barley colleagues

We pride ourselves on our flexible working model which enables Barley to attract communications colleagues into the business. Many of our Barley colleagues have family commitments and other business interests and we value the importance of balancing work with a life outside Barley.

Your role will include:

- Provide additional capacity and working with teams to ensure a timely and consistently high quality agency response for clients.
- Provide a client team with additional support on specific projects or at times when a team is very busy
- Support a client team when a colleague is on leave/unable to work

Supporting Barley

- Attend B-Hive whenever possible
- Any other reasonable activities as requested by your line manager or a Barley Partner
- Share new trends and ideas to help maximise the impact of Barley's work and delight clients

New business

We are pleased to reward Barley colleagues for bringing business to the company. If there are particular opportunities that you introduce to the business, you will receive 10% of the client's first year fee and details of this arrangement are set out in your contract.

We only work with clients on communication that matters.

New business responsibilities will include the following:

- Develop excellent skills in the use of PowerPoint and other formats so that Barley credentials and proposals are presented to a high standard
- Participate in brainstorming and share ideas
- Provide high quality research on new business targets as requested (insights, analysis, coverage, metrics)

- Generate leads with potential clients that are a good fit for Barley
- Support new business development with insights and analysis for proposals and meetings

Measures of success

On an ongoing basis we will gauge the success of your employment with us by the following measures:

- You are highly motivated and feel valued
- You are working on clients and issues that matter
- You are delivering great work for your clients
- The clients you work on are delighted and confident to recommend us to others
- You have positive, supportive relationships with your colleagues
- You are helping Barley to win new business and to grow

We believe in regular feedback and open dialogue, rather than formal periodic appraisals. Your line manager will talk with you on a regular basis. Please feel free to request a conversation if at any point you wish to talk about how things are going.

Working with Barley

WE OFFER

Fair Pay

Market rate pay and benefits and never below the living wage
Generous commission on new business.

Life Balance

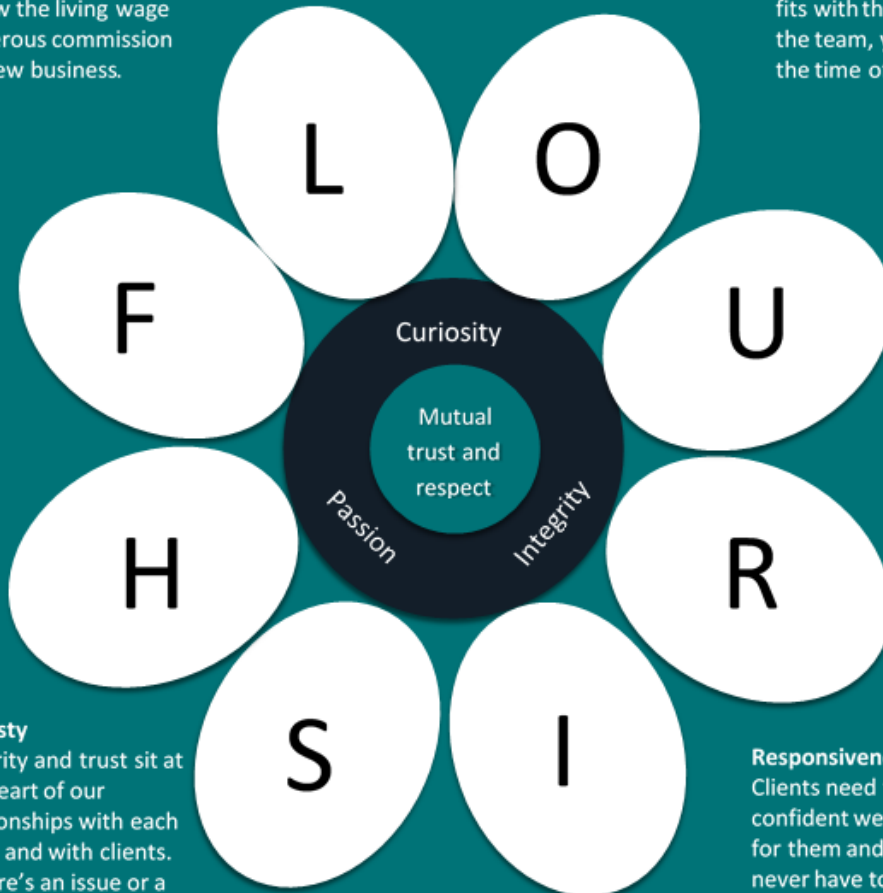
Flexibility to work where and when you want, with kit and systems to support that. We judge performance on results and happy clients, not on hours spent at a desk.

Opportunity

The chance to work on issues that matter, alongside brilliant colleagues.
A culture of learning, development and support, free from politics and red tape.

Unlimited Holiday

No annual limit, no holiday accruals. If it fits with the clients and the team, you can take the time off.



Honesty

Integrity and trust sit at the heart of our relationships with each other and with clients. If there's an issue or a mistake, we need to know about it and get things back on track as soon as possible. If you're not sure what you're doing, just ask for help, don't bluff! And put your hand up if you're struggling with your workload.

Shining Work

We need your best work, every time. We want clients to be delighted. "It'll do" is not acceptable. How could it be better? What would make it brilliant?

Initiative

We love brilliant ideas and new opportunities. Make time in your working day to do different things, read widely, take an interest in the wider world, meet new people.

Responsiveness

Clients need to be confident we're there for them and should never have to chase us for a response. You're not expected to have the answer to everything right away, but you should set clear expectations as to when you will have it. Then be sure to keep your word and deliver against your promises.

WE EXPECT