

## ROLE PROFILE

# Senior Communication Advisors (media relations and content)



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**Location:** Aberdeen/Remote      **Status:** Full time  
**Salary:** Up to £48,000      **Reporting:** Communication Lead

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## The opportunity

We're looking for Senior Communication Advisors who specialise in B2B communication, media relations and content development. You're an excellent writer, experienced in designing and delivering integrated media, content, editorial and digital programmes. You're currently a high-flying Senior Account Manager or Account Director in a communication consultancy or in-house communication role with an impressive track record. You've got strong energy sector experience and/or experience in similarly complex industries such as infrastructure, transport, professional services, or life sciences.

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## The role

- Design, plan and deliver integrated media, content, editorial and digital programmes for clients across a range of industries
  - Lead client accounts, providing strategic advice and expert guidance and establishing strong relationships with senior stakeholders
  - Create and deliver content programmes, from the development of topical themes, news hooks and story angles to writing thought leadership articles, op eds and blogs for print and online media placement and owned channels
  - Build strong media relationships, creating pitches based on your story ideas, and delivering content targeted to relevant media to deliver quality coverage
  - Continuously identify opportunities to positively position and profile our clients beyond media – through events, webinars, digital and social activity
  - Develop opportunities and proposals to retain and grow client accounts, and secure business with new clients
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## Your experience and character

- Strong track record in a similar role either in consultancy or in house
  - Relevant communication or marketing qualification, preferably to degree level
  - Excellent written and verbal communication, planning and project management skills
  - Strong team player, inspiring the people you work with to deliver great results
  - A consultancy mindset with the ability to work at a fast pace and to deadlines
  - Great interpersonal skills and the ability to build strong client relationships
  - Interested in the issues that are shaping the external environment
  - Confident in managing estimates, budgets, invoicing, and schedules
  - Ability to create stories and coverage across traditional, digital, and social media
  - Experience working on integrated content programmes
  - Appreciation of search, paid and wider customer marketing activity
  - Comfortable translating complex information into compelling, accessible content
  - Experience of consultancy business systems eg, timesheeting
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## Your qualities

- Strategic thinker
  - Talented writer
  - Great planner
  - Structured and organised
  - Delivery focused
  - Measured and calm under pressure
  - Real attention to detail
  - Creative
  - Team player
  - Excellent communicator
  - Able to juggle multiple priorities
  - Engaging and fun
  - Commercially minded
  - Curious
  - Confident
  - Collaborative
  - Entrepreneurial
  - Problem solving
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## Aspect: The Strategic Communication Experts

Aspect was founded with a single goal: to create a unique platform to deliver expert strategic communication consultancy for ambitious clients. We see the bigger picture to help our clients realise their goals. Companies, governments, academics and charities trust our advice. We help them communicate with purpose and precision. We help them engage, influence and inspire. We help them change, lead and succeed. Strategic communication creating strategic advantage. What can you bring to our team?

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## Why Aspect?

We're strategic communication experts. Our talented core team and global network of experienced associates and partners provide tailored advice, creative solutions and targeted campaigns that propel our clients onwards and upwards to future success. We've all held senior in-house communication roles, so we see things from our clients' perspective. We don't just come up with great ideas and strategies, we get our sleeves rolled up and deliver them.

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## Our values

### **We're brave**

We thrive on tackling big challenges and helping our clients succeed.

### **We're dynamic**

Our expertise constantly evolves to ensure we always offer the best advice.

### **We're passionate**

We care about our clients and take pride in the work that we do for them.

### **We're honest**

We always say what we think based on evidence and knowledge.

### **We're collaborative**

We enjoy working with like-minded people to achieve great results together.

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## Our culture

We're a passionate and professional team who thrive in complex, issue-rich environments. We combine extensive in-house experience with external consultancy expertise to deliver objective strategic communication advice and solutions in even the most challenging situations. We trust and support each other to deliver great work. We believe in helping our people grow and develop – personally and professionally. We work hard and have fun doing what we enjoy. Are you Aspect?

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## Our benefits

- 29 days' holiday each year
- Your birthday off
- Christmas party
- £500 recruitment incentive
- Internal and external training
- Professional qualifications
- Mentorship programme
- Appraisal programme
- Apple iPhone, MacBook, Thunderbolt Display
- Enhanced maternity, adoption and paternity pay
- Additional days' holiday for each years' service\*
- Cycle to Work Scheme
- 4pm Friday finishes in Jun, Jul and Aug
- 4pm Friday finishes on payday Sept to May
- Half day off in Dec for Christmas shopping
- Full day off for charity activity each year

\* An additional days' holiday for every year of service up to a maximum of five days' holiday after five years' service.

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## How to apply

To apply for this role please send your CV together with a 200-word statement explaining what makes you an outstanding candidate to [joinus@aspectreputation.com](mailto:joinus@aspectreputation.com)

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