**Structure**

* Reports to: Senior Account Manager/Account Director (TBC)
* Member of: Corporate Practice, London

**Graduate Trainee, Corporate Communications**

**Job Description**

**The Team**

As a team with over 30 talented practitioners we strongly believe we are a sum of all our parts – we pride ourselves on being a broad spectrum of talents, experiences and expertise which all come together to tackle complex tasks and deliver results.

We like to think that we’re a positive, if sometimes (healthy) cynical bunch as well. We’re always there for each other during the good, and sometimes tricky times. And of course, we like to have fun – whether that’s a few beers down at the pub, quiz nights, axe throwing, team breakfasts or competing in a Tough Mudder.

And with many of our colleagues coming from numerous other agencies we are often told we provide the right balance of smart interesting work, with a great work/life balance (and quite a few laughs in between).

**The Work**

Reputation. Every company has one. And in today’s ever-changing and turbulent world reputation can no longer be left to chance. Gone are the days of managing reputation by accident rather than design. Like it or not companies – and their brands - are under public scrutiny like never before.   
   
But reputation can also be a company’s biggest business asset. An opportunity to stand out from the competition. More people buying and demanding a product. A stronger bottom-line and share price. Relying on word of mouth though simply isn’t enough. You need to create the reputation and relationships you want. You need to build and maintain trust. With Employees. Media. Stakeholders. Shareholders. Consumers. And this is where we come in. In ‘Team Corporate’ we help clients to manage their reputation and brand. To anticipate risk and take advantage of emerging opportunities. We help to shape perceptions and transform reputations. And we do this by developing communication campaigns that drive progress and authentic engagement, deliver real results and bring about genuine change.

With in-depth sector experience covering consumer services, manufacturing and industrials, food and beverage, healthcare, property, financial services and energy we are proud to support clients from Johnson & Johnson, to Ferrero, Western Union, Santander, L’Oréal, Danone, Cereal Partners, Swiss Port, BBC TV Licencing, Currency Cloud, JLL and many more.

The breadth of our work covers everything from storytelling and narrative development to media relations, media training, stakeholder engagement, executive profiling, speaker programs, campaign development and execution, internal comms and issues and crisis management.

**Role Overview**

You will be responsible for driving media coverage, crafting high quality content, supporting new business activities and ensuring the smooth running of the administrative and operational aspects of accounts.

You will support multiple client accounts from day one, supporting account teams to drive results through media relations, executive profiling, content development, social media and events support.

You will also play a role in supporting the team on new business and marketing efforts to continue to grow the practice and portfolio of clients we have. See [here](https://fhflondon.co.uk/work/) for current case studies.

**Your day to day:**

* Developing media target lists, research around the news agenda and finding creative angles to promote stories
* Media relations, pitching stories to journalists and drafting writing press releases and bylines
* Assisting in the coordination of events such as press conferences, media briefings, analyst meetings, media tours and trade shows
* Assisting with the drafting of client proposals and/or media materials: plans, presentations and reports
* Support in creating key press materials including press releases, social media content, briefing documents and coverage reports
* Supporting campaign & programme development through relevant research and contributing ideas to planning meetings and brainstorms
* Researching client and competitor products and services to feed into client strategy/new business proposals
* Reporting and providing analysis on the results of online/offline campaign activities
* Actively contributing to new business initiatives

**A little bit more about us**

As an [agency](https://fhflondon.co.uk/careers/) we offer a whole host of additional benefits from private medical and financial consulting to inhouse massage and wellness clinics. We care about the whole you: your physical and mental health, your family, your development, your longer-term aspirations, your wallet and even your gigs outside of work – for more details see [here](https://issuu.com/fhflondon/docs/fhf-benefits-booklet)

Check our [Insta](https://www.instagram.com/fhflondon/?hl=en) feed to get a feel for the day to day.

We are committed to creating an inclusive work environment with a diverse workforce. All qualified applicants will receive consideration for employment without regard to race, religion, ethnicity, gender identity, sexual orientation, national origin, disability or age. As an agency we celebrate individuals’ strengths and ambitions - both professionally and personally - encouraging you to be yourself and bring your personal passions to work.

Joining FHF brings the benefits of belonging to a top global network whilst enabling individuals to grow in a genuinely entrepreneurial environment. Not to mention our Gold PR Week Award for ‘Best Places to Work’ (2020)!

We are part of the [Omnicom Group](https://www.omnicomgroup.com/) (NYSE:OMC), the leading global advertising, marketing and corporate communications company.

We treat your data in the strictest confidence. For further information our Data & Privacy policy is located on our website at http://fhflondon.co.uk