



**Senior Account Manager –
Strategic Communications & PR**

November 2021



We're gearing up for growth here at Bua HQ and have a fantastic opportunity for a progressive Senior Account Manager to join our team, working with some of Ireland's most prestigious destination and lifestyle brands.

About Bua Marketing

Bua Marketing is gearing up growth at our boutique marketing agency and we now have a fantastic opportunity for a progressive Senior Account Manager to join our team.

Based in Strandhill, Co. Sligo, we work with some of Ireland's leading destinations, brave businesses and start-up brands to help them build and grow their profile using best-in-class communication strategies.

Bua has a reputation for winning; the team recently won 'Best Small Agency' at the Digital Media Awards and in previous years has won the EDEN Sustainable Tourism Award and other awards for their marketing campaigns.

The Role

Our ideal candidate is a proven communications superstar with a deep-felt affinity to strategic thinking, brand development and excellence in communication execution. This person will take on a leadership role in the business, including enhancing and growing our national and international client portfolio.

This is an exciting role for a strategic, adaptable, and highly motivated team player with a brimming media contacts book. Someone who is excited by innovation and hungry to be part of a dynamic team who can contribute to the growth of our company and culture.

The role will involve:

- Strategy development, content planning, copywriting and community engagement for a variety of clients across a mix of industries.
- Developing and managing strong client relationships
- Overseeing the quality delivery of client work across all accounts
- Ensuring the highest level of attention to detail across the business
- Strategic planning and idea generation for clients
- Proactively assessing business performance and reviewing and managing internal processes and procedures on an ongoing basis
- Continually developing a strong network of business and media contacts
- Representing the business at a senior level at client and industry events
- Working closely with the leadership team on determining the future direction of the business



Experience & Skills

- Minimum of 5 years' experience in Senior Communications/PR in-house or agency role.
- Proven experience leading campaigns on multi-channel briefs covering strategy, content and social.
- Established contacts in tourism & lifestyle media, plus strong networking skills.
- High-level client liaison and relationship management.
- Creation and implementation of brand strategy and KPIs.
- Exceptional creative writing and business writing skills
- Ability to work on multiple briefs and workflows.
- Passion and experience in marketing/branding/PR on a personal level is an absolute must for the role.
- You are solutions focused and able to think strategically.
- You are good at providing direction to team members
- You will be keen to build and maintain relationships with other brands, influencers and customers to promote brand awareness for Bua clients.
- You will have experience with data analysis and producing detailed reports for clients tracking KPIs, goals and ROI.
- You have a working knowledge of Google Suite Tools like Google Analytics, Google Data Studio, Google Tag Manager and Social Media Analytics
- BSc/BA degree in the field of marketing, digital marketing, journalism, advertising or PR is preferable.

The Package

- We are a four-day week company; we are open to offering a five-day week but feel like we all work better on four days so hope that is something that will appeal for a great work-life balance, permanent position, remote-based.
- We live and breathe West Coast living; our offices are a stone's throw from Strandhill's epic surf breaks. We regularly have team hikes and dips. We hope cold water doesn't put you off!
- We offer a structured career path with opportunity for growth.
- We are open to applications for either Senior Account Manager or Director, depending on the level of experience of the candidate
- Salary and benefits will be commensurate with the level of experience of the candidate
- The salary will be pro-rated for a four-day week.

How To Apply

- This role can be located at Bua Marketing's office at Strand Campus in Strandhill, Co. Sligo; however we are open to hybrid/remote working for the right candidate.
- We work a four-day working week, with flexibility required for evening or weekend work from time to time.
- To apply for this role, please email hello@buamarketing.ie with a brief cover email and CV. We are committed to increasing diversity and inclusivity.
- Closing date for applications – 01 Dec 2021.

