

## Job Description

PR Account Manager – Action and Outdoor Sports

## Overview

KINC is a creative communications agency that excels at UNLOCKING AUDIENCES. We help brands connect with people on a deeper level. From existing fans to whole new audiences. It's not just our rich data, but our knowledge of people and culture that makes us distinct.

Having grown from the action sports community, KINC's clients today include Klättermusen, Etnies, Skullcandy, Jägermeister, Timberland, New Era, El Bandarra, Piaggio, Charles Tyrwhitt and other brands with a common need to speak to the mainstream through a culture lens.

## The Role

KINC is seeking an **Account Manager** with a strong interest in **snow and outdoor sports** to join our growing team working across UK and European communications activities for relevant clients, with a focus on:

- Day-to-day account handling
- Implementing marketing and comms ideas
- Developing and delivering creative PR ideas
- Drafting media materials including writing press releases, features, pitches etc. with strong copywriting skills
- Negotiating paid media partnerships and managing delivery
- Maintaining a network of editorial relationships to place news stories, comment pieces and features
- When required, working at events and managing media attendance
- Identifying influencers to work with and leading outreach
- Monitoring results, adjusting approach where necessary for improvement

## The requirements

- 2-4 years experience in PR - agency or in-house
- Experience activating integrated media campaigns, preferably with direct experience of working on action sports and outdoor brands
- Able to work independently with strong creative initiative, open to new challenges and concepts

## KINC offers

- Competitive salary and increasing holiday allowance for each year you work for us
- Flexibility to work from home and the London, Soho office and allowances for home office set-up
- Company Macbook and paid phone contribution
- Cycle to Work scheme
- A great working culture with regular social outings
- Payment contribution to app services

Interested in having a chat? Send your CV to [careers@kinc.com](mailto:careers@kinc.com)