

## **Senior Account Manager, Media Team**

### **Who We Are**

MeMo is a London based agency, made up of digital marketing specialists, social media experts, seasoned PR professionals, and creative content creators. We partner with leading restaurant & hotel brands and dynamic independents, shaping their communication strategies to help them stand out in a competitive market.

We take pride in fostering a vibrant company culture with regular team gatherings, great perks, a strong work-life balance, and professional development opportunities designed to support both personal and career growth.

### **The Role**

As we continue to grow our Media division, we're looking for a Senior Account Manager with proven hospitality PR experience to lead a portfolio of key client accounts. You'll be the strategic lead across PR and influencer campaigns, bringing a clear editorial lens, digital awareness, and exceptional client management to everything you do.

You'll also manage a small team, oversee campaign delivery end-to-end, and act as a media authority within the agency – helping to guide client strategy, support junior development, and drive results that stand out.

This is an exciting opportunity for a confident, commercially minded communicator who understands both the principles of great PR and the evolving media mix – from broadsheet journalists to TikTok creators and everything, and everyone, in between.

### **Key Responsibilities**

- **Client Management:** Serve as the main point of contact for clients, building strong relationships and ensuring their PR objectives are met.
- **Strategic Planning:** Develop and execute integrated PR strategies, combining traditional and next-gen media approaches to secure impactful press and influencer coverage.
- **Press & Influencer Relations:** Cultivate and maintain relationships with journalists, editors, and influencers across traditional and digital platforms
- **Campaign Delivery:** Oversee the execution of client campaigns, ensuring timely and effective delivery of press coverage, brand storytelling, influencer activations, and media events.
- **Team Leadership:** Mentor and manage junior team members, including Account Executives and interns, providing guidance and fostering their professional development.

- **Event Management:** Plan and oversee media events, press dinners, and brand activations to support client campaigns.
- **Coverage Reporting:** Track, clip, and analyse press and influencer coverage, compiling comprehensive reports with insights and key takeaways.
- **Industry Insight:** Stay ahead of trends across hospitality, traditional media, and next-gen platforms - from digital-first titles to social and creator-led content.
- **Crisis & Reputation Management:** Provide strategic counsel to clients on sensitive issues, managing communications effectively in response to challenges.

### **What We're Looking For**

- 4+ years' PR agency or in-house experience, ideally within hospitality, lifestyle, or food & drink.
- A strong network of media and influencer contacts across hospitality and lifestyle sectors.
- Proven ability to deliver successful, integrated campaigns that blend PR, influencer, and content-led approaches.
- Experience managing multiple clients and delivering results in a fast-paced environment.
- Excellent writing skills, with experience drafting press releases, pitches, and client communications.
- Strong leadership skills with a track record of mentoring and developing junior talent.
- A passion for hospitality - you're curious, plugged into trends, and constantly engaging with culture, media, and content.
- A forward-thinking, proactive mindset - someone who can navigate both traditional PR and the new rules of consumer media.

### **Why Join Us?**

- Competitive salary range between 40-45K based on experience.
- Hybrid working from our Notting Hill office
- 22 days' annual leave, plus Bank Holidays and Christmas office closure.
- Regular team socials and the chance to dine at some of the best restaurants in the UK.

**Join us and lead the evolution of media in hospitality.**