

SENIOR PUBLICIST

(EQUIVALENT TO SENIOR ACCOUNT EXECUTIVE)

Troika/Mission Group (TMG) is a global brand experience and integrated communications agency that specialises in brand voice and personality, physical and digital experiences, advertising solutions, marketing strategy and public relations. Leveraging emerging technology, data science and world-class creative, TMG helps brands deepen audience engagement throughout the consumer journey. Clients include Amazon Studios, Verizon Media, LVMH, Microsoft, Unilever, Tiffany & Co., Sony, Allergan, J. Crew, Apple, CBS Sports, PGA Tour, AT&T, CNN, HBO, Hulu, ABC, ESPN, Netflix, Intercontinental Hotels Group, Riot Games, Turner and UFC. For more information, visit: www.thismission.com.

Mission has an exciting and unique opportunity for an experienced publicist to join their dynamic UK Team to work across a diverse range of 'big brand' lifestyle accounts. The successful candidate will have proven media relations skills and contacts within the lifestyle sector along with, a passion and keen interest for the media landscape and industry as a whole. Previous agency experience working collaboratively in teams to deliver integrated communication campaigns is preferable.

Troika / Mission Group needs you to demonstrate:

- A solid understanding of the media landscape across national, regional, industry-specific and vertical channels
- Strong relationships with lifestyle journalists
- Proficiency in the writing of all public relations materials
- Refined writing skills which demonstrate an understanding of target audience and appropriate tone with compelling narrative and storytelling attributes
- Strong interpersonal skills with the ability to confidently and proactively network and build relationships within the industry

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- Creative thinking when developing pitches
- Strong copy-editing and proofreading skills
- Previous experience working to KPIs and targets
- Impeccable attention to detail

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