

About Kekst CNC

Kekst CNC is a leading global strategic communication consultancy. Our global team of 300 professionals serve clients from our 13 offices in New York, London, Munich, Berlin, Frankfurt, Brussels, Paris, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm - where Kekst CNC is JKL. As trusted advisors, the firm brings expertise on high stakes matters like: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications. Kekst CNC is part of the Publicis Groupe, the world's third largest communications group.

To support our growing London Office, we are hiring a fulltime

Senior Consultant – Campaigns & Content (m/f/d)

Purpose and Scope of Role

We are looking for an experienced, highly accomplished communications practitioner who has worked in a large top-tier agency, or inhouse role, developing and running B2B and B2C integrated and multichannel corporate communications campaigns both nationally and globally.

The successful candidate will develop and implement innovative multi-stakeholder, integrated communications strategies and campaigns aimed at enhancing and protecting the reputation of prestigious influential corporate brands in a variety of sectors from financial services to energy. The successful candidate will play a major part in maintaining, developing and extending our client relationships as well as help build the consultancy's campaigning and content credentials and capabilities across global markets.

The ideal candidate will have natural leadership skills and the ability to inspire and to build confidence in clients, client stakeholders and internal client service teams. The individual will play a pivotal role at the heart of one of the world's fastest growing consultancies, working in an entrepreneurial environment and forming part of a strong London based team. Additionally, they will work seamlessly with our international digital team and be responsible for ensuring quality and knowledge sharing across Kekst CNC's global offices.

Main Responsibilities:

- **Manage Client Accounts & Build Trusted Relationships:** Provide strategic counsel and guidance to senior business leaders confidently and maturely in a wide variety of fields including, but not limited to; campaign strategy, reputation management, strategic content development, corporate narrative development, influencer mapping, audience targeting and smart paid amplification.
- **Campaign & Financial Management:** Negotiate fees with clients and ensuring timely delivery of a project at the targeted margin. Lead full end-to-end campaigns, from the development of insights, strategy, content development, activation and amplification and effective measurement and reporting.
- **Business Development:** Develop and expand client relationships; identify potential leads and areas of growth within existing clients as well as broader new business leads.

- **Communications Planning & Writing:** Draft strategic, high quality briefing documents, multi-touchpoint communication plans, content plans, narratives, messaging and positioning for clients.
- **Leadership & Mentoring:** Provide mentoring and coaching to junior team members; support their development and be a source of constructive feedback, knowledge share, ideas and experience.

Requirements:

- 7-9 years of experience gained in a comparable professional capacity, specifically within the field of corporate communications, reputation management, crisis and issues management and content and engagement-led campaign delivery.
- Significant FTSE 100 project and client account management experience.
- Intellectual rigor, excellent analytical and insights capabilities and effective problem solving. Including knowledge and experience with an online monitoring/social listening tool such as Quid, Pulsar, Sysomos, and BrandWatch.
- Strategic level understanding in running SEO, paid campaigns, online analytics and content/channel performance reporting, data visualisation and online dashboards.
- Experience in executing online editorial campaigns, development of creative content, video production and running effective social media-led campaigns across international markets.
- Excellent organisational, time and priority management skills and ability to effectively manage multiple projects at once alongside an active interest in digital innovation and current affairs
- University degree BA or higher in business, politics, communications, content/marketing, digital/social data or insights.
- Candidate should be mature, results-oriented, and able to work independently, while also leading and working closely with client teams.
- Must be able to demonstrate the right to work in the UK.

What we offer

Kekst CNC offers an inspiring working atmosphere, characterized by the highest level of professionalism in a challenging environment, lots of fun at work and an open corporate culture. The London office is a sociable and dynamic workplace and continues to grow at a rapid pace. Although you would be based in London, you would assist cross-border mandates and interact with clients and colleagues all over the globe. In addition to exciting development opportunities, we offer a competitive salary, bonus scheme and benefits package.

Please send your resume and cover letter, or any questions related to the role, to the following e-mail address: career-emea@kekstcnc.com

The recruitment process will consist of several steps, such as interviews, business case and reference check.

We look forward to your application!