

## JOB SPECIFICATION - CONSULTANT - FINANCIAL SERVICES & REAL ESTATE

### THE COMPANY

Powerscourt is an award-winning independent strategic communications consultancy. From our offices in London and Dublin, we provide trusted advice to the world's top companies on critical business issues.

We have earned a reputation for delivering an outstanding service to both public and private businesses. Some of the biggest companies in the world rely on our advice to safeguard their reputations.

Powerscourt has a very collaborative and sociable culture with a diverse team including a mix of seasoned journalists, bankers, lawyers and communications experts who provide our clients with the experience, insight and creativity that sets us apart.

We advise companies across a broad range of services, including financial and corporate communications, crisis and issues management, political affairs, sustainability and campaigning. The team has specialist industry expertise in consumer industries, industrial services and capital goods, financial services, healthcare, housebuilding and real-estate and TMT.

Powerscourt have grown rapidly in recent years, with expansion into new services and industry areas, having won a large number of high profile retained and project clients.

### THE ROLE

The team is one of the largest at Powerscourt and has a wide remit including specialist franchises in financial services (in particular banking, asset & wealth management, insurance and private equity) and housebuilding & real estate.

The team has enjoyed significant success over the past few years, growing its client base across these areas. Just some of the team's clients include, Bank of Cyprus, Jupiter Asset Management, Landsec, Piraeus Bank, TDR Capital, TOG (The Office Group), Unite Students, Vistry Group, Zurich Insurance, AIB, NewDay and The Bank of London.

Services undertaken for these clients span the full range of Powerscourt's capabilities, from Financial PR, M&A and Capital Markets communications, Corporate Communications, Campaigns, Issues Management and Public Affairs

### JOB PURPOSE

Provide communications advice to a portfolio of clients across financial services and real estate sectors, and ability to manage their accounts on a day-to-day basis.

### KEY RESPONSIBILITIES

- Develop a deep understanding of our clients' businesses to effectively interpret, develop and manage their message with a view to becoming a trusted source of advice
- Contribute to client planning and generate ideas to help clients achieve their communications objectives
- Demonstrate a strong understanding of the media landscape; selling in stories to media proactively and spotting opportunities/ helping identify risks
- Have a strong understanding of relevant social channels for corporates; contribute to related content strategies
- Drafting communications on behalf of clients, with minimal need for changes / oversight
- Play an active role in financial calendar work, with the ability to review, interpret and provide client recommendations
- Support the team on new business opportunities, assisting the team in developing and presenting new business proposals
- Proactively network with contacts and potential clients; maintain and develop relationships with relevant journalists and analysts to inform and create opportunities for clients

- Assisting with development of Powerscourt Analysts through hands-on guidance on client accounts and overseeing account infrastructure and admin

## **THE PERSON**

Key attributes and experience required for these roles:

- Between 2 - 5 years' experience of working in Financial & Corporate PR
- Proven experience in the Financial Services or Real Estate sectors, or at least a strong interest in working in one or both
- Creative, ambitious, and confident
- Excellent media relations skills
- Excellent writing skills
- Experienced account manager, adept at maintaining client service while juggling multiple demands
- An effective team player with collaborative and pragmatic approach to working; keen to take an active role in guiding and bringing on junior team members

## **TO APPLY**

Please send your cv together with a cover letter explaining your interest in the role.