



## Candidate brief

### Position

SAE / AM, full time

### Focal area

B2B (business and professional services)

### Summary

Competitive salary, lots of variety and responsibility, promoting businesses in the UK and overseas using media relations and more. Clients love the agency's intelligent and proactive approach.

### Detail

- You're looking for more variety and responsibility at a central London agency recognised by its peers for outstanding work
- You want to deal directly with CEOs at some of the largest companies in their fields, and shape opinion about issues that make the national news agenda
- You're just as keen to devise a communications strategy as implement it and are enthusiastic about harnessing digital channels for campaigns
- With experience agency-side to SAE / AM level of B2B, corporate, technology, marketing or internet sector PR, you're highly organised and can write and think like a journalist and blogger

If this sounds like you, then get in touch and join a small team with a big agency attitude. You'll have a salary review every six months and responsibility for developing junior staff, whilst internal and external training will meet your ambition to develop in your career.

Clients range from dynamic entrepreneurial companies to billion dollar international groups. They are concentrated in the areas of digital marketing/new media (e.g. online video advertising, email marketing, web design, online media buying) and business services (e.g. research, recruitment and even counter industrial espionage). We've recently been winning their B2C and overseas work too.

Our favourite moments on recent campaigns include drafting a quotation for Sri Lanka's President, taking over Bluewater's car park to make a film and arranging SAS-style training for a group of nannies.

### Contact

Email Nik Pollinger with a CV & covering letter or any questions: [nik \(at\) widepr.co.uk](mailto:nik@widepr.co.uk). Please visit [www.widepr.co.uk](http://www.widepr.co.uk) for more information about the company