

## Graduate PR Trainee

Full time role, reporting to Client Manager or Client Director.

### The Role

The graduate role at LMC is an entry-level position to start your career in communications. It comes with lots of opportunities to get hands-on experience across a range of different paid, earned, shared and owned media to identify your comms superpowers.

Although you are at the beginning of your communications career, you will be keen to progress in a consultancy with greater responsibility, autonomy and variety of experience. You're keen to learn about anything and everything related to communications and will be proactively looking for opportunities to develop these skills.

You'll be part of client teams, learning from the experienced LMC team how to nurture very positive, trusting and profitable relationships with clients in order to achieve excellent, award-winning results that help them fulfil their purpose.

You'll get to know their business and markets inside out. You'll be generating new ideas, new content, new contacts and new insights and helping to develop new campaigns for a range of clients.

### Salary

Starting from £25,500

### What matters most in this role:

- A healthy curiosity, readiness to learn and ability to ask good questions.
- A proactive approach to learning and development, embracing opportunities to learn more about PR and communications, as well as construction.
- Quality of writing and creative content.
- Quality of industry understanding and insights.

## Key responsibilities of a graduate PR trainee

### **Strategic advice and planning**

We are known for the strength of our strategic advice.

You will work with experienced members of the team to help them provide strategic advice based on intelligent insights that you will help them research.

### **Project management**

You work with experienced members of the team to deliver client projects efficiently, in a timely manner and to the highest possible standard.

### **Contribution to LMC growth**

We are growing and developing fast. You share responsibility with all members of the team for excellent customer service, running the business as efficiently and sustainably as possible.

### **Increasing expert status**

We invest significantly in training and personal development.

You are also responsible for continually increasing your technical skills, business and industry knowledge, contacts and insights, and sharing that knowledge with clients and within LMC.

### **Relationship building**

LMC is known for its connections across the construction sector. You will be responsible for developing your own network of contacts with people in the built environment and property sectors, journalists, content creators, influencers and suppliers.

In your role, you will be learning how to build your network.

### **Campaign implementation**

We help our clients achieve their purpose. You are responsible for making that happen by helping client teams with the planning, implementing and evaluation of high-impact PR and communications campaigns.

## Key responsibilities of a graduate PR trainee

<b>Monitoring and evaluation</b>	You will support client teams to carry out PR, social media and other digital monitoring and analysis, creating evaluation reports and measuring the impact of your work for purpose-driven clients.
<b>Content creation</b>	<p>We pride ourselves on the quality of our writing and creative work.</p> <p>You will have the opportunity to work alongside client teams to create a variety of content types for a range of different platforms and audiences.</p>
<b>Wider industry contribution</b>	You will attend relevant construction and PR, digital and communication events.

## Skills & competencies to excel in this role

### Qualifications

- An undergraduate degree or equivalent qualification.

### Knowledge

- Keen interest in the structure, politics and issues within architecture, building, construction, property and sustainability in the built environment.
- Passionate about great communications, including the ethical issues, best practice and innovations in PR and content.

### Essential technical skills and experience

- Strong writing skills, including a love of words and creative flair, excellent spelling, grammar and punctuation.
- Use of content, PR, media relations, social media and digital tools.
- Use of AI tools for analysis, research and improving content.
- Presentation skills.

### Essential commercial skills and experience

- Clear critical thinking, strategic planning and evaluation.
- Project planning and management.

All applicants must have the right to work in the UK. Full UK driving licence and own method of transport is beneficial due to our office location.

## About LMC

LMC is an award-winning, independent PR and communications consultancy working with the most exciting change-makers, innovators and purpose-led organisations in property, construction and the built environment.

We are always looking for ambitious and dedicated individuals to join our team. You will be provided with specialist coaching and guidance to further enhance your professional growth and preferred areas of technical expertise.

Some of our benefits include personalised training, paid professional memberships, support for non-executive development, flexible working, a wide range of health and wellbeing and sustainable lifestyle benefits, parental and family leave etc.

LMC is committed to diversity, equity and inclusion and actively welcomes applications from underrepresented groups. We are happy to make reasonable adjustments throughout recruitment and employment.

To apply, please send your CV and a covering letter to [careers@lizmale.co.uk](mailto:careers@lizmale.co.uk) explaining why you're suited for the role at LMC. Please state in the subject line which role you are applying for.