



MEET WILDFIRE

BASED IN LEAFY KINGSTON IN A CONVERTED BOATHOUSE OVERLOOKING THE RIVER, WILDFIRE IS ONE OF THE UK'S TOP TECHNOLOGY PR AGENCIES.

- ▶ Our team works across global campaigns to generate measurable success through exciting, high-impact, integrated campaigns for tech companies — campaigns you'll want to be a part of.

Our clients include everything from cutting-edge semiconductor design companies to engineering consultancies, consumer headphone brands to online marketing services.

Our business was born from the merger of EML and Wildfire PR. We now have 30 employees and fee income of over £2m per year. And we are growing.

Wildfire is a close-knit team of driven, bright professionals. Working at Wildfire you'll gain exposure to fascinating technologies across a range of sectors.

We go above and beyond for our clients, but we also believe that our staff come first. Unlike many traditional agencies we believe that having a good work-life balance is essential.

In other words, you'll never find another agency quite like us.



WE'RE PROUD OF WHAT WE DO AND HOW WE DO IT...

WHY? BECAUSE WE PRODUCE TOP-NOTCH WORK. IT'S THAT SIMPLE!

- ▶ Over the years we have produced incredible, imaginative, far-reaching campaigns that have made a huge difference for our clients.

We're also on top of all of the latest tech and PR techniques, and as a team we are at the top of our field.

At the end of the day, we believe staff will be happiest if we help and empower them to do world-class work and become world-class PR practitioners. And we believe this shows through in our work.

Our clients tend to stick with us for a long time for a reason.



HOW WE'RE DIFFERENT, AND WHY YOU'LL LOVE WORKING FOR US

▶ You'll get to do great work with great clients

We're very picky about who we work with. Whether the client is a start-up or a household name, everyone that Wildfire works with has one thing in common; they're at the forefront of what they do or they're a significant challenger brand. This means varied, challenging work and a huge variety of opportunities for you to learn new skills.

We have the most friendly and welcoming company environment you'll ever work in

We're a business, first and foremost, and we work hard to deliver for our clients. But we understand that happy workers are productive workers.

While we're super serious about what we do, we make a huge effort to ensure that our staff love working with us. We work in a warm and collaborative environment, and place a healthy amount of emphasis on team building and social events. Our staff also organise informal running and cycling clubs (yes, we have a shower and secure bike racks!).

Perhaps most importantly, directors, managers and executives all sit together and support each other and everyone is happy to 'get their hands dirty' when required. You'll also be well supported in your development by our management and our structured training programme.



We'll give you a good work-life balance: We won't encourage you to work late into the night

This is a biggie: We want you to get the work done and go home. Simple. Many of us came to Wildfire from bigger agencies where employees were frequently expected to work twelve-hour days. But it doesn't have to be like that.

We'll roll our sleeves up when required to get the work done, sure, but overall it's pretty unusual to see anyone working stupidly late at Wildfire: We'll show you how to be so efficient that you won't need to.

We'll offer you personalised training and development plans

At Wildfire we're committed to your continuous improvement. From day one with us you'll be assigned a dedicated one-on-one line manager, a personalised and structured training schedule, an industry-leading 360-degree appraisal process, and a clear route by which you can address questions and concerns, and ensure you receive the support you deserve.

“I moved to Wildfire from one of the big central London agencies and, I've honestly never looked back. The hours are great, as is the working environment, and we get to work with top-drawer names in the tech industry.”

ACCOUNT MANAGER



We have excellent facilities and working conditions, in one of the best locations you'll ever see

- **There's nothing more depressing** than eating lunch at your desk. Thankfully, for those who like a bit of relaxation time over lunch, we have a 'rec room' with sofas, games consoles, etc., where staff often eat together and socialise.
- **Our meeting facilities** feature sofas, beanbags, big screens, and walls you can sketch your ideas on.
- **Both flexi-time and remote working arrangements** are up-for-discussion, depending on circumstances.
- **The team enjoys** beers and wine together at close of business every Friday. And one Friday a month everyone gets to leave early!
- **We have a fairly low-key dress code.** If you're not in a client meeting you won't need to wear a suit. Just don't turn up in lycra — unless you're cycling in of course!
- **If you like Macs**, this is the place for you. We're an all-Mac office! You'll also get a shiny new iPhone after passing your probation. If you've never used a Mac or any Apple device before, don't worry — we'll give you all the training you need to get you up and running.
- **No more microwave meals*:** For you foodies, (and there are quite a few of us), Wildfire's office features a proper kitchen, (with ovens and hobs and everything!). And it gets well used. Hence why our 'snack table' is always so full. (*Though naturally, we do have microwaves, if that's your thing).

TO SUM UP

Come and talk to us about working for Wildfire.

- **You'll be** challenged
- **You'll be** rewarded
- **Your skills** will be constantly developed
- **You'll get** to work with fascinating technology clients
- **You'll have** a good work-life balance
- **You'll have** fun



IN OUR OWN WORDS

“Wildfire isn’t like other agencies. I know it’s cheesy, but there’s a real ‘family’ feel. The staff are all friendly, and there’s no ‘us and them’. The directors sit with everyone else, everyone helps everyone else, and the management is genuinely interested in your professional development. As well as being hugely professional, it’s the friendliest environment I’ve ever worked in.”

SENIOR ACCOUNT EXECUTIVE

“One of the big things for me is the fact that people aren’t forced to ‘specialise’ too narrowly. There’s real variety to the work. I’ve worked on everything from B2B tech to consumer. Sure, if you want to specialise a bit more the company makes an effort to accommodate you. If you want to learn about or get involved with a new type of client, they do what they can to help.”

SENIOR ACCOUNT EXECUTIVE



KINGSTON: LONDON'S BEST-KEPT SECRET

OUR LOCATION HAS ALWAYS BEEN A MASSIVE SELLING POINT, (SO WE THOUGHT WE'D MAKE A THING OF IT).

- ▶ Kingston is a hugely popular southwest London market town nestling between Richmond Park and the River Thames — a beautiful, leafy suburb known for combining superb shopping and restaurant facilities with a promenade of top-notch pubs along the beautiful Thames riverside walk.

Wildfire's office is based in a beautiful converted Victorian boathouse with balconies overlooking a particularly picturesque stretch of the Thames. You won't find yourself staring at any brick walls here!

We're also situated opposite the beautiful Canbury gardens, a two-minute walk from one of Surrey's best pubs.

Kingston combines all the advantages of living closer in, (such as excellent amenities), with thirty-minute access to Waterloo, and more affordable living than central London. The line into zone 1 is also dotted with a number of hugely desirable places to live such as Clapham, Wimbledon and, of course, Kingston itself.

Our staff will be the first to tell you what an incredible difference our location and setting has on their quality of life, offering them the best of all worlds. But don't take our word for it. Come and see for yourself!



IN OUR OWN WORDS

“Kingston is so well stocked you find yourself rarely needing to go into central London. Honestly speaking it’s got everything I need: cinemas, theatres, shopping, great pubs and restaurants, and it’s clean, attractive, spacious and well linked. I liked it so much I actually ended up moving here. On weekends I take the family for walks around the nearby parks. Despite being in London, I’ve never lived anywhere else in London that felt so relaxing.”

ACCOUNT EXECUTIVE

“Wildfire is one of the top tech PR companies in the UK. The difference, from my perspective, is that we don’t have to endure the worst excesses of the lengthy commuter crush into London. And if we want to go for a drink after work, it means something to me that, rather than cramming into a tiny pub in the city, we get to sit in a huge, leafy beer garden to chat through the day.”

SENIOR ACCOUNT MANAGER



YOUR MISSION, SHOULD YOU CHOOSE TO ACCEPT IT...

HERE'S THE FORMAL BIT. WHAT WILL THE JOB BE AND WHAT DO WE NEED YOU TO DO?

▶ JOB DESCRIPTION OVERVIEW

This is an amazing opportunity for someone to join our fast-growing team within one of the best tech PR companies in the country. Our account executives are up to the minute, proactive, highly respected and well motivated.

The account executive will play a hands-on role across all of his or her client accounts and nurture direct relationships with client contacts. You will be the effective 'face' of many aspects of our client work, as well as the individual responsible for delivering and for demonstrating the results we achieve. You may also have the opportunity to be involved with many other 'non-client' activities to support Wildfire's business, such as research, new business pitching, blogging and marketing.

Wildfire provides excellent training opportunities and we actively encourage our team to attend events and conferences to build market knowledge and expertise.



▶ KEY ACCOUNTABILITIES

- 1. Being in day-to-day contact** with target media to generate coverage opportunities and positive ongoing relationships with key journalists
- 2. Collating coverage** and selling results back to clients in a timely manner
- 3. Having direct contact** and visibility with clients, with responsibility for specific campaigns and activity plans
- 4. Writing** a variety of copy, from press releases and case studies, to blog posts and market reports
- 5. Being actively involved** in social networks on behalf of clients and the agency
- 6. Researching** for new business pitching, for example conducting media audits, vox pops and internet research



CANDIDATE PROFILE

WHAT SORT OF EXPERIENCE DO WE WANT YOU TO HAVE?

- ▶ We think it's hard to reduce a person (and a job) down to a list of criteria. We therefore encourage you to view the following as a guide. Here's roughly what we'd like to see you demonstrate:

EXPERIENCE AND CREDENTIALS

REQUIRED:

- 1. Six months to 1 year's experience** in PR, preferably with an agency background
- 2. Experience** of working across multiple clients and juggling workloads
- 3. Strong contacts** and understanding of media, with proven abilities to generate coverage
- 4. Team working** and communication abilities essential, with strong interpersonal skills
- 5. High motivation** and the ability to work under your own initiative

ADVANTAGEOUS:

- 1. Being active** in social networking sphere
- 2. Having an interest** and experience in the technology sector
- 3. Having a willingness** to get involved in wider company initiatives such as the blog and Twitter
- 4. Being keen** to develop new ideas and practices



WHAT WILL WILDFIRE GIVE YOU IN RETURN?

SALARY AND BENEFITS:

- ▶ **1. Salary** £18k–23k depending on experience
- 2. 23 days holiday** plus four extra days at Christmas, increasing to 25 days after two years
- 3. A structured programme of training** and mentoring to continually improve your skills and marketability:
 - 3.1.** Highly structured induction training
 - 3.2.** One-on-one line management
 - 3.3.** Appraisals every six months with full 360 degrees once a year
 - 3.4.** Individually tailored long-term training plan set up on induction, as well as encouragement and help in attending both internal and external training courses
- 4. Company mobile phone** issued to all account handlers after six months
- 5. Season ticket loan**
- 6. Annual bonus** based on company performance
- 7. Childcare voucher scheme** after completion of probationary period
- 8. Generous maternity and paternity benefits** after two years of continuous employment
- 9. Generous company contribution** to a group personal pension scheme
- 10. Commission paid** for the introduction of new staff and clients to the company
- 11. Company socials** held regularly and parties in the summer and at Christmas
- 12. Unpaid sabbatical of one month** after five years of continuous employment
- 13. Cycle to Work scheme** after completion of probationary period



► **WE BELIEVE YOU'LL LOVE WORKING AT WILDFIRE. WE'RE PROUD OF THE COMPANY WE'VE BUILT, AND OF BEING ONE OF THE BEST ENVIRONMENTS YOU COULD POSSIBLY WORK IN.**

But don't take our word for it. Come and meet us and find out for yourself what we're like.

We look forward to meeting you, and introducing you to the PR person you could be.



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