

A day in the Life of... an Account Co-ordinator

I joined Packer Forbes a couple of months after graduating from University and I can honestly say that I couldn't imagine a better agency to start my career in. The amount of support and opportunities that you receive are second to none. Every day is different and I am constantly challenged and encouraged to build upon valuable skills and develop my knowledge of PR and the healthcare industry.

No two days at Packer Forbes are ever the same and the varied and creative work we do encourages a really vibrant atmosphere in the office. I work across four different accounts, global and UK based, so there is a huge amount of variation in any tasks I do. Add this alongside the other internal activities going on at Packer Forbes and you will never have a dull day.

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A day in the life of... an Account Manager

I work on both UK and global accounts which provides variety and no day is ever the same here at Packer Forbes. On my UK accounts I have conducted numerous media sell-ins seeing coverage from my hard efforts in the Daily Mail and on national television. I have worked closely with patient case studies, including conducting interviews and filming their stories of living with a disease. Digital media is a key method of disseminating information and I am currently working on developing a second global website which is incredibly satisfying seeing the number of visitors increase as we market the site. I have organised and attended numerous meetings ranging from skills learning weekends for doctors to steering group meetings or journalist advisory boards. On my global accounts we work with affiliates to develop materials that they are able to adapt and implement in their local country.

It's not just all account work either. We hold regular company socials and internal and external lunch & learns. I attend networking events on topics such as how social media is changing which we feed back to the team. Also as part of the CONNECT Media team, we look at maintaining and improving relationships with journalists who are vital to our success as an agency – relationships is what this career is all about.

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A day in the life of... an Associate Director

As an Associate Director I'm still very much involved with the accounts that I head up. As a member of the Senior Management Team I have responsibilities beyond client work, which allows me to develop wider business acumen. I head up the training function at PF and as we invest heavily in training there is always something to keep tabs on – whether it's meeting external course or an internal "lunch and learn". I make sure I'm up to speed with each PF team member's training needs identified in their STEPs programme. The other part of my day is likely to be taken up with business development activities whether that is following up on some of my client service activities, chasing up a new business lead or inputting into the long term business plan of the company. Each member of the SMT is responsible for shaping the direction of PF in years to come.

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A day in the life of... a Senior Account Manager

No two days are ever the same for me at Packer Forbes – there is always plenty going on and never a dull moment!

Working with a number of UK and global clients across various disease areas gives me exposure to a wide range of different activities and projects, providing both variety and the opportunity to increase my knowledge and skills on a daily basis. Day to day I may be involved with the development of a disease awareness report, organising a launch event for a new campaign with a patient group, or arranging an advisory board for key stakeholders. Alternatively, I could be developing a product website or preparing to announce the launch a new product to the national/international media.

As a Senior Account Manager I am responsible for working with the Account Director to ensure that we are delivering the most effective PR programme we can and exceeding expectations. Additionally, I am responsible for developing and maintaining client relationships, making sure that activities are delivered to the required standard and within budget, as well as providing support to the junior members of the team and helping with their development.

Working at Packer Forbes allows me to continue to develop my PR skills and improve my knowledge of the UK healthcare market, while also enhancing my people management skills in a dynamic, evolving and friendly company.

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A day in the life of... a Senior Account Director

Working in a busy healthcare PR agency there are rarely two days that are the same thanks to the huge breadth of work we do on behalf of our clients. For senior level roles at Packer Forbes, there is additional job diversity overseeing agency operations which ensures that working life remains stimulating and rewarding as you contribute to the running of the agency in every aspect. A 'typical' day there may not be, but here is a snapshot of the range of work I am involved in as Senior Account Director at Packer Forbes.

I am the strategic lead on three busy accounts overseeing teams of between three and six people. The accounts are a mixture of global and UK programmes which, combined, embody a full range of healthcare public relations and medical education activities across global, EU and UK markets. On a day to day level, I work with my teams to drive delivery of all communications activities, providing strategic input and ensuring team members are constantly challenged and motivated. As the senior lead on my accounts, I have direct responsibility for ensuring we supply exceptional work which is strategically aligned to our clients marketing programmes and exceeds expectations by delivering genuine results for a brand.

In addition to overseeing client work, I am responsible for the HR function of the agency. Again, a typical day doesn't really exist but day to day I take responsibility for recruitment, staff personal development, induction and the employee of the month scheme. Line Manager responsibilities are also a key part of any week – at Packer Forbes we are hugely dedicated to the professional development of all of our team.

I am also a member of the company's Senior Management Team which allows me to play an active part in driving the company's business plan. I love having such a diverse job which perfectly balances client work with operational reasonability so I feel truly immersed in every aspect of the business.

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A day in the life of... a Senior Account Executive

Packer Forbes is not just a place to work, but a place to grow, learn, and flourish. Each day is different and I am constantly provided with the opportunity to build on my skill base and develop my knowledge of PR and healthcare in the UK. As an Account Executive, I continually enjoy the new challenges that everyday in the role brings.

The element of PR I enjoy most is the variation of work I am exposed to on a daily basis. One day I may be drafting press materials, coordinating the creation of a disease awareness website or developing medical education materials and another day, learning about account finances, researching budgets and helping to develop client proposals. Working at Packer Forbes has allowed me to combine both my scientific and creative thinking in an engaging and evolving environment and I can honestly say that I look forward to coming to work everyday!

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