

# Is Packer Forbes Communications right for me?

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## Who are we looking for?

Down-to-earth characters, who believe there is no substitute for hard work, but like to have fun too. Intelligent people who understand the science, but who love the challenge of creating truly creative communications programmes within the tightly regulated environment we work in. We like people who have a real passion for healthcare and feel genuinely moved about making peoples' lives better. Although we don't work on over-the-counter medicines, consumers are very often the focus of our communications activities in the prescription medicine field; so there's plenty of scope to get creative and show that passion. Most importantly your personal values should match ours. A good match will mean that you will be a genuine, intuitive, inspirational, passionate and confident individual. If you like what you've read so far... then read on.

## What do our current employees say about working here?

These genuine quotes from some of our current team members say it all...

**Senior team member:** *Dedicated, determined, enthusiastic, inspiring, demanding, creative, focused, experienced and friendly... every team member reflects Packer Forbes values!*

**Account Co-ordinator:** *After only being here a couple of months I was organising and attending client meetings and site visits for campaign launches, as well as selling in news to the national media; Packer Forbes provides amazing opportunities for those who want to grasp them and run!*

**Account Manager:** *I always feel that I'm part of a solid and experienced team that supports, challenges and encourages me to develop my healthcare PR skills as fast and as well as I am able.*

**Senior Account Manager:** *Packer Forbes offers me the opportunity to experience a wealth of UK and global work – the thing that's different here is that hard work is conducted in a genuinely supportive and friendly environment*

**Account Executive:** *Packer Forbes: recognises worth, encourages progress and promotes success.*

**Senior Account Director:** *So many agencies promise the earth and simply don't deliver. It's different at Packer Forbes – each team member is encouraged to input into the long term company vision – you genuinely feel part of its future and that's very motivating.*

**Senior Account Executive:** *If you are committed, enthusiastic and passionate about a career in healthcare PR, Packer Forbes is where you can truly fly.*

**Account Director:** *Packer Forbes embraces everything I could want in an employer. The success of the agency is its highly skilled and dedicated team, each of whom are passionate and driven to deliver fantastic work at the same time as having a bit of fun!*

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## What does the job entail?

We do expect more than the ability to demonstrate core competencies and skill-sets for each level within our organisation. We always look for key personal qualities that include some or all of the following (depending upon your level):

- **Manage and motivate:** as a key driver of activity, you are expected to be instrumental in both managing and coaching more junior members of the team, and also supporting more senior team members in terms of day to day projects and account management
- **Accountability:** for both individual projects, budgets and general client activity, but also driving new opportunities (both new business and expanding existing client activity)
- **Lead by example:** you should always inspire and motivate the rest of your team through best practice and the enthusiasm and drive you demonstrate on a day-to-day basis

## What type of agency is Packer Forbes?

We are the longest established independent healthcare specialist agency in the UK; in fact, we mark our 18th birthday in January 2011. We have never aimed to be a large agency; preferring instead to remain medium-sized so that we can always produce the highest quality deliverables to our clients and the best possible support for our team members. Currently we number 18 full-time staff and have plans to grow slowly to around 20–25 team members. This is a vibrant agency that is well known in the pharmaceutical healthcare industry and easily wins new business. Our current clients range from large blue chip global pharmaceutical companies to the smaller, biotech start-ups. We have grown consistently year on year and continue to do so, despite the current economic environment.

Over the past 18 years, we have won a number of industry awards; this includes awards for our client work and also awards for us as an agency. We are most proud of winning the Communicé Best Small Agency award three times; in fact every time we have entered!

We pride ourselves on putting our clients first each and every time and on maintaining open and honest relationships. We believe that we are only as good as our last piece of work and you'll see this in the way we continue to bring passion, energy and creativity to all our programmes.

We constantly strive to ensure creativity and demonstrate innovation in everything that we do. We like to over-deliver – that's probably why we loose very few clients.

At Packer Forbes you are guaranteed an open, honest and friendly working environment. If you get a kick out of in-house politics, this agency's not for you!

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## Where is Packer Forbes located?

Our offices are situated in stylish Chelsea Harbour in west London, right next to the Design Centre and just a stones throw from the King's Road and Westfield Shopping Centre.

The newly opened Imperial Wharf overland rail station serves Chelsea Harbour and is directly across the road from the office. The train line runs from Clapham Junction (4 mins away), junctions with Shepherd's Bush on the Central tube line and eventually ends up at Willesden Junction. Fulham Broadway tube station (on the District Line) is just a 15 min walk away.

The Chelsea Harbour complex offers a range of top-class amenities including;

- a Virgin Active gym (with pool!) in the hotel next to our offices, which we offer membership to as part of our comprehensive benefits package
- a range of on-site coffee shops, restaurants, cafes and bars
- a cash machine
- a small supermarket on-site and a large Sainsbury's a 10 min walk away.

If you like to keep fit and fancy a jog by the river Thames before work or during your lunch hour, we also have a great shower!

## What is our company vision?

Quite simply... by 2012 to be the preferred UK specialist healthcare communications agency in the UK.

It doesn't mean we don't do great global work – we do! It's just that we specialise in UK work by ensuring that our in-house training programmes are geared around ensuring our UK knowledge is as up-to-date as it can be, in order to provide valuable advice and consultancy to all our UK clients.

What does this mean in reality? We are aiming to be on the majority of UK-specific pitch lists by 2012. Are you up for the challenge?

## What opportunities exist within Packer Forbes to develop professionally and personally?

We are one of the very few healthcare communications agencies that is accredited with Investor in People status. This means that we take the professional and personal development of our staff incredibly seriously. Every new junior member of staff is allocated a mentor and everyone has a line manager, whom they meet every month to discuss both professional and personal development progress and any challenges they've encountered they need to talk through.

We have a robust personal development process called STEPs, which is a competency-based programme against which every member of staff monitors their development and which is used in every line manager meeting. The STEPs programme clearly outlines competencies that need to be achieved to gain promotion and our line managers are always there to help you achieve these.

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In terms of promotion opportunities, you are in charge of your own destiny, full in the knowledge that we provide consistent and unstinting support along the way. Promotions are earned; not awarded. We have no restrictions on promotions – when you are ready and you have demonstrated that you have mastered all your core competencies at whatever level you are operating at, you will be promoted.

We have a very active and extremely comprehensive staff training programme. We know from the Healthcare Communications Association annual benchmarking exercise, which compares agencies across a number of different parameters, that we spend at least double per head of staff on training.

As a Senior Account Executive up to Senior Account Manager at Packer Forbes, you will automatically be invited to participate in the Junior Management Forum (JMF). The JMF reports to the Senior Management Team (SMT) and helps to advise on a number of different aspects of agency operations, including capacity planning and marketing.

As a senior team member (Account Director and above) you will be expected to actively help drive the agency forward to ensure we achieve our company vision. As we are an independent agency, the Senior Management Team (SMT) makes all strategic decisions and, on the assumption that you meet your professional and personal objectives, there are opportunities to become a member of the SMT. The SMT members drive new business and oversee the Marketing, Human Resources, Finance and Training delivery within the agency.

A new senior level has recently been created, Associate Director, to reflect the fact that Packer Forbes is growing and to ensure its senior team members continue to be challenged and stretched. In addition, a share option scheme is potentially available for long serving and senior team members.

## What do our clients say about us?

We conduct an anonymous client survey each year. Here are some snippets from the latest survey:

*“Packer Forbes’ creativity, innovation and account management is exemplary”*

*“Optimum combination in my mind of reliability, efficiency and friendliness”*

*“Packer Forbes promises senior staff involvement and that’s what you get, from pitch to programme delivery and evaluation – top notch!”*

*“Very strong, motivated and professional team members”*

*“Strong account management with creative ideas and a focus on delivering agreed objectives”*

*“Fabulous team, wonderful style, excellent delivery of projects”*

Wouldn't you want to work for a team like this?

## Do you like what you've read?

Then get in touch with us via your recruitment agency as we'd love to hear from you.

If you are reading this straight from our website [www.packerforbes.com](http://www.packerforbes.com), then please contact us via email [careers@packerforbes.com](mailto:careers@packerforbes.com).

Either way, we look forward to hearing from you soon.

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