



## **The PR Network Story**

PRN is an international virtual PR agency, with 11 team members working remotely from home offices in the UK, supported by a team of over 1400 communications experts in over 60 countries.

We were the first PR agency to be remote-first - we have never and will never have an office. In 2005 our founders George and Nicky had a vision of a better way to service clients, by using our connections to build expert teams who together bring exactly the right experience for any company's brief. Clients loved this idea - and today we are a £4.7m+ agency with plans to grow!

We have experts in most comms disciplines, in many vertical sectors and on all continents. Eileen runs our agency day to day as managing director with back office support from Finance Director, Harriet and Ops Director Russ. Our account teams are bound together and supported by our client services directors in the UK - Katy, Karen, Emilie and Sarah. Our newest team members include Nicola who supports Harriet in the finance team and David who looks after our business development.

2025 marks our 20th year in business and we have won or been shortlisted for numerous awards for our innovative approach.

In 2025, we have been shortlisted for the following awards:

- Campaign Agency of the Year UK Awards 2024 (Independent PR Agency) - shortlisted
- PRWeek PRWeek People and Places (Small Consultancy - Gold Category) - shortlisted
- PRWeek PRWeek People and Places (Sustainability) - shortlisted
- Provoke Media's Best UK Consultancy to work for 2024 - shortlisted
- PRWeek Best Places to Work 2024 (Small Agency) - shortlisted
- PRWeek's Power Book 2024 inclusion - George & Nicky featured
- Management Today's inaugural Women in Leadership Power List - George & Nicky featured

- We also rank as one of PRWeek's Top 150 UK Consultancies (#97) and as a Top 20 Technology Agency (#17). We also feature as a PRWeek Top 200 Global PR Agency (#136)

### **Our Values:**

- **Intelligent and insightful** - demonstrating sharp analysis and a deep understanding that drives informed, impactful strategies.
- **Tenacious and results-driven** - approaching each challenge with unwavering determination to achieve exceptional outcomes for clients.
- **Innovative and curious** - embracing fresh ideas and continuous learning to stay ahead in a dynamic industry.
- **Warm and empathetic** - building meaningful relationships through genuine understanding, trust and personal connection.
- **Relationship-oriented and connected** - skilled in making vital connections, fostering networks that support clients growth and reputation.

### **Our commitment to People and Planet**

PRN is B Corp Certified and we're part of a global community of businesses that meet high standards of social and environmental impact. Our aim:

1. To generate work opportunities for more people by fighting ageism, and keeping people in the industry by offering flexible, progressive contract opportunities and job share options.
2. To combat discrimination by providing financial and pastoral support for people from diverse ethnic and social backgrounds.
3. To invest a percentage of our profits per year into our ESG plan, and do pro-bono work to help our charity partners with their promotional activities by leveraging the skills in our expert network.
4. To minimise our impact on the planet with a commitment to being 'officeless', only travelling when necessary and encouraging a sustainable approach to work for our staff and suppliers.
5. The PR Network is committed to recruiting and retaining a diverse workforce. All applicants will be considered without regard to race, colour, national origin, religion, sexual orientation, sex, marital or parental status, disability, gender identity or expression, age, or any other basis.

## **The role in a nutshell**

As Head of Client Services, you will lead our client services function, overseeing a portfolio of high-profile accounts and managing our client services team. Reporting to the Managing Director, you will play a pivotal role in driving client success, growing revenue, and shaping the future of our small, but mighty, agency.

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### **Key Responsibilities:**

#### **1. Client Services (50%)**

- Lead and manage key client stakeholder relationships as appropriate alongside our full CSD team, ensuring excellence across our full client portfolio
- Act as a senior point of contact for clients, providing strategic counsel and fostering long-term relationships
- Drive high client satisfaction scores and monitoring of client relationships to ensure sustained and nurtured relationships
- Ensure the team delivers communications strategies and campaigns that meet and exceed client objectives
- Monitor account performance, budgets, and profitability, ensuring efficient use of resources and effective measurement to demonstrate value to a client
- Overseeing the successful onboarding of new clients to ensure our team is set up for success
- Oversee the management of our broad and deep network of associates so that we can continue to handpick the best team members for client briefs, including how we best manage their recruitment, ongoing engagement and incentivise them to be advocates so they have a positive experience working with PRN

#### **2. Team Management & Leadership (20%)**

- Drive a positive, collaborative, and high-performing team culture that aligns to PRN's values
- Provide strong leadership to the Client Services team, setting clear objectives and managing performance for each CSD including mentoring the team to ensure high performance and continuous development

- Support the professional development of team members through regular feedback and coaching
- Manage full team resourcing effectively to meet client and business needs and plan for any future hires
- Oversight of full client portfolio to drive revenues and mitigate client risk / churn wherever possible
- Collaboration with Harriet as finance director and the head of new business and marketing, to provide leadership as required across all aspects of the business
- Ownership of client services numbers, including total client fee income, positive organic growth and high client satisfaction
- Become a leading voice in the business (externally and internally) on new industry trends and our innovative approach to client services

### **3. New & Organic Business Development (20%)**

- Collaborate with the senior management team to identify and convert new business opportunities, including organic new business across the existing client base. This will include accountability for an organic client growth number
- For other new business, oversee the creation of compelling proposals and pitch documents, coordinating with team members and associates to produce standout collaterals
- Play a key role in prospect and pitch meetings (as needed), showcasing our capabilities and driving conversions
- Work with the team to identify opportunities for upselling and cross-selling services to existing clients

### **4. Marketing & Brand Promotion (10%)**

- Act as a brand ambassador on LinkedIn and other channels, proactively building your profile alongside the agency and extending your network
- Contribute to other agency marketing initiatives and thought leadership content that provides a positive and insightful view of PRN's work to the outside world, e.g. industry events, speaker panels etc.
- Oversee the production of high-quality marketing materials, particularly case studies and positive testimonials (including a team metric per quarter)

## **What we are looking for**

Must have:

- Management skills in leading teams and encouraging individuals to achieve their full potential
- A natural networker who thrives on meeting new clients and nurturing long-term relationships
- Proven track record of winning new business and successfully onboarding clients
- Commercial acumen in robustly managing client account profitability
- Ability to work autonomously from a home office, but willing to travel to London as needed to meet clients, associates and the PRN team
- A can-do attitude and desire to be part of a close-knit team & fast-growing agency
- Gravitas and persona that clients buy into quickly and will represent our brand externally
- Strong LinkedIn / social media presence / personal brand with a desire to proactively build their own networks

## **What we are offering**

A well rounded remuneration and benefits package, including

- Gross salary starting at £85k+ per annum, dependent on experience/candidate
- 28 days paid holiday, plus bank holidays (pro-rata) and a day off on your birthday
- Access to our IT infrastructure / Macbook / Phone & home office equipment with stipend for equipment
- Working from home allowance paid monthly, currently £40 (taxable benefit)
- Commute costs covered to London
- Employee Assistance Plan including annual medical check
- NEST pension contributions