**Babel PR, London**

**Junior Campaign Executive (Entry-Level / Graduate)**

Are you a recent graduate or looking to start your career in PR/Communications? Babel, a technology PR and integrated communications consultancy headquartered in London, is looking for a Junior Campaign Executive to work as part of their thriving, creative, solutions-led team. The start date is between August and September 2025, however we can accommodate an earlier start date for candidates currently available.

**The cornerstones of Babel:**

* Babel is a **top independent B2B technology PR and integrated comms agency** headquartered in London. We pride ourselves on offering a working environment that supports personal and professional growth, rewards brilliant results and champions great ideas.
* We are proudly **B Corp Certified** and an **Employee Ownership Trust**. We're committed to delivering outstanding client service and caring for our people and our planet.
* Our training and development programme is the very best in the industry and we are consistently recognised by the PRCA, the world’s largest PR professional body, for achieving the **highest Continuous Professional Development in the industry**.
* We believe that diversity, equity and inclusion make us a more innovative, creative and vibrant place to work and we are proud of our EDI Committee and our Women in Tech Committee as well as our active journalist networking and social committees!
* All qualified applicants will receive consideration for employment without regard to age, religion, race, national origin, ethnicity, colour, sex, sexual orientation, gender identity, gender expression, disability status or any other group protected by law.
* Our office is located in central London near Oxford Circus / Great Portland Street.
* All employees work from the office on Tuesday and Thursdays plus another day of the week. Employees can work from the office for more than three days a week if they wish to do so.
* To learn more about us and our company culture visit our [**website**](https://babelpr.com/)**,**[**Instagram**](https://www.instagram.com/babelpr/)**,**[**LinkedIn**](https://www.linkedin.com/company/babel-pr)**and our Digital Communicators**[**Podcast**](https://babelpr.com/podcasts/).

**The services we provide to our clients:**

* We work with UK, US and global technology companies involved in exciting technology transformations, from green tech, cybersecurity and mobile and telecoms, to marketing, advertising, retail, fintech, broadcast, e-commerce and enterprise technologies.
* Our services include PR brand strategy and messaging, media relations, content creation, industry analyst relations, organic and paid for digital and social engagement, event management and industry awards, podcasts, bespoke media analysis and media training.

**Experience:**Candidates should demonstrate relevant work experience, specifically writing skills and phone experience. Preferred skills and experience:

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* Strong communication skills.
* Strong writing skills, both short-form and long-form.
* An interest in the B2B technology sector.
* Motivated to learn and strives for high quality.
* Can work collaboratively and independently.
* Compassionate to others’ ways of working and personal preferences.

**The job role and what you will be doing:**

* A Junior Campaign Executive is Babel’s graduate entry position. At this level, you will develop your PR and marketing skills, learning the basics of media and analyst relations, client management, digital and marketing techniques, and B2B technology.

**Responsibilities of a Junior Campaign Executive:**

**Media and analyst relations**

* Developing industry knowledge by reading daily news and flagging relevant stories to campaign teams and clients. Understanding what our media and analyst influencers are writing about and what kind of stories will interest them.
* Building personal relationships with media and analyst influencers through phone calls, social media, email and events. Calling journalists and analysts on the telephone and pitching announcements. Securing media opportunities such as interviews, contributed articles and other written opportunities.
* Helping to organise events, such as trade shows, media tours, workshops, press conferences, etc.
* Building and managing a list of upcoming relevant editorial and feature opportunities for clients. Research-led tasks including media and analyst list development and industry trends research.

**Content development**

* Copywriting PR and marketing collateral with a keen eye for detail. Short-form and long-form content. Drafting a variety of content including pitches, issues jumps, comments, press releases, contributed articles, blogs, whitepapers, and social media and mailer copy. Reviewing and analysing research reports.

**Client and campaign management**

* Preparing for and contributing to client and internal meetings, demonstrating knowledge and insight. Highly responsive to client and team emails and requests, communicating relevant information in a timely fashion. Guiding and advising clients on a daily basis.
* Creative campaign ideas development and contributing to client proposals and team brainstorms.
* Working as an integral part of the team alongside everyone from fellow PR consultants to senior managers and other job-related duties as specified by your manager.
* Daily use of campaign tools and software including Response Source, Signal, Features Exec, Roxhill, CoverageBook and Feedly. Monitoring digital platforms and updating reports.
* Reporting including coverage monitoring, status reports, meeting agendas and actions.
* Tracking and monitoring campaign hours against campaign results.

**Salary, benefits and career advancement:**

* The joining salary for this entry-level Junior Campaign Executive position is £27,727 + a 5% performance bonus after successful completion of a six-month probationary period.
* Pension after three months. New joiners are eligible for our bonus scheme after the successful completion of a six-month probationary period. In addition, after your probationary period you are eligible for an interest-free season ticket travel loan, our cycle to work scheme, free eye tests and the influenza vaccine.
* Other benefits include a duvet day, loyalty days, a paid sabbatical, reduced working hours during the summer, the opportunity to work from abroad and much more!
* New business and recruitment bonuses are also available.
* If you join us in August/September 2025, due to our training and development programme being one of the best in the PR industry, promotion from Junior Campaign Executive to Campaign Executive is anticipated in July 2026.

**The Application and Interview Process**

**The application form:** [**https://forms.gle/CcnZq6jKU4PR2BYs5**](https://forms.gle/CcnZq6jKU4PR2BYs5)

**Application process:**

* Please complete the five compulsory application questions by the **deadline of 11.59pm, Monday, 5th of May 2025**. You will also need to upload your CV on the Application Form. Please include your Firstname and Surname in the filename of your CV. The five questions are:

1. Reviewing the ‘Responsibilities of a Junior Campaign Executive’ section, can you outline any relevant experience that you might have?
2. Can you describe your top three qualities relevant for this role?
3. Why would working in the technology industry interest you?
4. Tell us about a recent development in the technology industry that sparked your interest and why?
5. What is your ideal employment start date?

* When uploading your CV in the Application Form, please include your Firstname and Surname in the filename.
* Applicants will be notified by 21st of May if they are successful to the next stage. You will receive an email from Babel's recruitment team either way.
* If you have any questions that we have not covered in our FAQ, please use the section on the Application Form to ask your question.
* If you would prefer to complete the Word Application Form (instead of the online application form) the Word document is included on the last page of this document. You will need to email both the form and your CV to: [**graduates@babelpr.com**](mailto:graduates@babelpr.com). **Include your Firstname and Surname in both the filenames and subject line of your email**.
* If you are unable or limited in your ability to complete the application form or fully understand the application instructions then please email [**graduates@babelpr.com**](mailto:graduates@babelpr.com).

**Interview process:**

* 1. Applicants will be notified by the 21st of May 2025 if they are successful to the interview stage. You will receive an email from Babel's recruitment team either way.
* 2. Our recruitment team will then **arrange a time to speak with you on the telephone** to discuss your upcoming first interview and to answer any questions you may have.
* 3. The first interview will be a **Microsoft Teams video interview (June 2025)**. The interviewer will ask the candidate to describe their reasons for applying for this role and relevant experience, particularly evidence of writing skills and phone experience. We are looking for candidates who will be able to speak confidently to journalists, clients and team members on the phone). Applicants will be notified within 7-10 days if they are successful to the next stage.
* 4. Successful candidates will then be invited to **Babel’s Graduate Day (July 2025) held at Babel’s central London headquarters**. Allow 3 hours. The day will involve a group research and group presentation exercise and an individual media writing and pitch challenge. Food and beverages will be provided. Approximately 12 candidates will be selected for the Graduate Day. Applicants will be notified within 7-10 days if they are invited to the final interview stage or not.
* 5. Successful applicants will be invited to a **final interview at Babel’s offices (July 2025)** to meet with a and a director. Allow one hour.

**Frequently Asked Questions:**

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| 1. **How do I pronounce the company’s name?** | Babel is pronounced Bay-bl. |
| 1. **What is the closing date for applications?** | The deadline is 11.59pm on Monday, 5th of May 2025. |
| 1. **What is the salary?** | The joining salary for this entry-level Junior Campaign Executive position is £27,727, plus a 5% performance bonus after successful completion of the probationary period (currently six months). |
| 1. **What are my career advancement opportunities?** | If you join us in August/September 2025, due to our training and development programme being one of the best in the PR industry, promotion from Junior Campaign Executive to Campaign Executive is anticipated in July 2026. |
| 1. **How many graduates are you looking to hire?** | We are looking to hire 3 candidates. |
| 1. **Are you able to sponsor me to work in the UK?** | We are unable to sponsor any visa applications. Please ensure you have the right to legally work in the UK. |
| 1. **Recruiters.** | Please note we are not accepting applications for Junior Campaign Executives (JAE) or Campaign Executive (AE) via recruitment agencies. |
| 1. **I have already graduated and I am looking for a job now – are you hiring?** | Yes. We can accommodate an earlier start date. There is a section on the Application Form to state their ideal employment start date. |
| 1. **I already have experience – are there other roles available?** | Candidates with existing PR or journalism experience can apply for roles as a Campaign Executive or Senior Campaign Executive. Please email [**recruitment@babelpr.com**](mailto:recruitment@babelpr.com) to obtain the job description/s or visit the career section of Babel’s website. |
| 1. **Can I still apply if I don’t have any relevant work experience?** | Yes. You don’t need previous PR work experience, nor do you need a PR degree, but we would like to see evidence of your writing skills. We are also looking for candidates who, following training, will be able to speak confidently to journalists, clients and team members on the phone. |
| 1. **I would like to go travelling after university, can I delay my start date?** | Please state your ideal start time on the Application Form (question five). |
| 1. **Will I be reimbursed for my travel time to attend face-to-face interviews?** | We are not able to reimburse you for your travel costs. We will be providing food and refreshments whilst you are at Babel’s office so there is no need to purchase any food or drinks. |
| 1. **What does the first interview / Microsoft Teams interview involve?** | The video call will last 10 to 20 minutes and the interviewer will ask the candidate to describe their reasons for applying for this role and relevant experience. You don’t need previous PR work experience, nor do you need a PR degree, but we would like to see evidence of your writing skills. We are also looking for candidates who, following training, will be able to speak confidently to journalists, clients and team members on the phone. |
| 1. **What does the Graduate Day involve?** | Successful applicants will be invited to Babel headquarters in London for our Graduate Day which will take place in July 2025. The time requirement will be approximately three hours. The day will involve a group research and presentation exercise and an individual media writing and pitch challenge. Food and beverages will be provided. Approximately 10-12 candidates will be selected for the Graduate Day. All applicants will be informed within 7-10 working days if they are successful or not from this stage. |
| 1. **What does the Final Interview involve?** | The final interview will involve a face-to-face meeting at Babel’s London office with a manager and a director. The interview will take up to an hour of your time. Food and beverages will be provided. |
| 1. **Is there an opportunity to do the interviews remotely instead of in person?** | The Graduate Day and final interview are in person. |
| 1. **Will I be reimbursed for my travel time to attend interviews?** | We are not able to reimburse you for your travel costs. We will be providing food and refreshments whilst you are at Babel’s office so there is no need to purchase any food or drinks. |
| 1. **Is there an opportunity to work from home?** | All employees work from the office on Tuesday and Thursday plus another day of the week. Employees can work from the office for more than three days a week if they wish to do so. For training and induction purposes, you will need to be in the office four days a week (and one day from home) for the first four weeks of employment. |
| 1. **Describe the work life balance.** | We value and encourage a healthy work-life balance. We do this by closing our office early on Friday, having daily wellbeing breaks, extended lunch breaks, two WFH days a week and reduced working hours during the summer period, along with a bunch of other flexi-time and remote working perks. However, we are a consultancy business representing global clients and there might be a requirement to work outside office hours for client calls and industry events. |
| 1. **Will the company supply computing equipment to work from home?** | Yes. The company will issue you with a monitor, full-sized keyboard, mouse and laptop for home working. |
| 1. **What are the company’s values?** | Babel’s culture is defined by our three key values: **quality, collaboration and compassion**.   * We always strive for **high-quality work** in everything that we do – it’s what we’re known for. We deliver above and beyond for clients but we always have fun doing it. * We are a **highly collaborative team** that works together to overcome challenges and meet our objectives. Every employee is supported by a line manager and mentor who will work with you to help you achieve growth. * We are **compassionate** towards everyone we work with, including colleagues, clients and partners, aware of the different needs of others and being non-judgmental to the viewpoints of others. |
| 1. **What else is important to Babel?** | * We are proudly **B Corp Certified** and an **Employee Ownership Trust**. We're committed to delivering outstanding client service and caring for our people and our planet. * We believe that diversity, equity and inclusion make us a more innovative, creative and vibrant place to work. * All team members and new applicants will receive consideration for employment and promotion without regard to age, religion, race, national origin, ethnicity, colour, sex, sexual orientation, gender identity, gender expression, disability status or any other group protected by law. * We encourage all staff to be highly supportive of the company’s social and environmental, HR, financial and operational responsibilities and go that extra mile to respect our clients, suppliers and how we treat our planet. All employees should adhere to the company’s e-waste and home working procedures to reduce waste. |
| 1. **Any other questions?** | If we have not answered a question you have, please email [**graduates@babelpr.com**](mailto:graduates@babelpr.com) and we will be happy to get back to you! |

**The Babel PR Application Form**

**Junior Campaign Executive (Entry-level / Graduate)**

**Link to the Online Application Form**

* Please complete Babel’s Online Application Form by going to:

<https://forms.gle/CcnZq6jKU4PR2BYs5>

* There are five compulsory questions to complete and you will also need to upload your CV. Ensure your filename of your CV mentions your Firstname and Surname.
* Please keep all answers to no more than 250 words each.

**The Word Application Form:**

* If you are unable to complete the online application form you can write your answers in this Word Document. Please include your Firstname and Surname in your Word Application Form filename. Please include your Firstname and Surname in your CV filename. Please then email both the Word Application Form and your CV to [graduates@babelpr.com](mailto:graduates@babelpr.com). The subject line of your email should include your Firstname and Surname. If you have a disability and are unable or limited in your ability to either complete the online or Word Application Form or fully understand the application instructions then please email [graduates@babelpr.com](mailto:graduates@babelpr.com).

**The Application Form Questions:**

1. Reviewing the ‘Responsibilities of a Junior Campaign Executive’ section, can you outline any relevant experience that you might have?

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1. Can you describe your top three qualities relevant for this role?

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1. Why would working in the technology industry interest you?

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1. Tell us about a recent development in the technology industry that sparked your interest and why?

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1. What is your ideal employment start date?

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