

## **Consultant**

### **Summary of role**

Are you passionate about climate issues? Do you love media relations?

Want to play a role in creating positive impact in the world?

Blurred is a strategic and creative advisory firm dedicated to delivering work with depth that drives positive impact for clients, people, and the planet.

We blur the lines between communications, sustainability, and management consultancy, helping public and independent companies understand and address material ESG risks so that they can become a truly Purposeful force for good.

Our consulting work is built on what we call ESGP, covering four key areas: Environment, Society, Governance and Purpose.

The Consultant role sits at the heart of everything we do. You will work with team members of all levels across the business, supporting our current clients (more on them below) while helping us seize new opportunities for growth.

This role is to lead with media relations and press office engagement, reaching multiple audiences across a range of platforms, whilst also leaning into other activities targeted at clients' key audiences.

We understand that this is an important stage in your career, and therefore are committed to building your skills and helping you develop new ones in this role.

From attending key client meetings, to internal training sessions with the team, this position will give you unique insight into the world of consulting and communications whilst bringing your media relations expertise to the table. And in return for your passion and enthusiasm, we will provide you with the training, knowledge, and resources you need to become a fully-fledged consultant!

### **Level of previous experience**

You do not need any formal consulting experience, but we are looking for someone with an interest in ESGP themes such as sustainability, climate change, diversity, equity, and inclusion (DEI) and in the consulting and communications disciplines. In addition, we are looking for candidates with a sincere desire to create positive impact by helping businesses do better, through identifying and solving real-world problems.

Blurred is an advisory firm with job titles that are not necessarily the same as the wider Marketing/PR/Communications sector. For comparison, this role is designed for someone at Senior Account

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Executive / Account Manager at a typical agency/organisation.

### **Client/sector/audience experience**

We are named Blurred because we fundamentally do not believe in the artificial distinctions between 'consumer', 'corporate' and 'B2B' audiences. Our work spans across all three and whilst some of our advisory work may be more corporate-leaning, much of our work is also consumer-focused.

We are therefore looking for someone who is familiar with the media and enjoys reaching out to and engaging journalists and is just as interested in working with brands on consumer-facing projects and campaigns, as with those in the corporate space. What's key is that you want to do purpose-led and meaningful advisory work.

### **Responsibilities**

The following list is not exhaustive, but gives you an idea of what you will be doing day-to-day:

#### **1. Media strategy / relations**

- Media relations will be a key focus of your day-to-day role. Together with the team, you will create media strategies, which you will then lead on delivering. This will be across varying clients, which may be one or two, or sometimes a few. You will work with the team and the client(s), consulting and driving awareness, building consumer trust, mobilising audiences, and delivering high-impact coverage across all platforms ensuring the messaging is on-point, actionable and achievable.

Alongside the planned strategy, you will endeavour to continuously be looking for opportunities to create news generation and scoping out reactive news opportunities that can be leveraged.

- You will be confident with writing and shaping press releases, press kit materials, social media content, toolkit content, Q&As, and blog posts etc for review/input from your team.

You will have sufficient experience of developing media lists, pitching to journalists and influencers, arranging interviews, assist the tracking of media coverage with junior colleagues and have potentially managed some crisis media issues.

#### **2 Client management**

- Like all Blurred colleagues, you will likely work across multiple clients at any one time. Our work is quite varied across the consumer, corporate and B2B disciplines and audiences, and you

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therefore will apply different skill-sets across a normal working day, including media skills.

You will be the key person running day-to-day client management, which includes driving regular client meetings/calls, taking charge of the agenda and developing action lists, and distributing these in a timely manner. You will lead on aspects of client communications, ensuring outstanding action points have been addressed, tackling client requests proactively, ensuring the wider account team is aware of any progress / changes or concerns.

- As a Consultant, whilst we expect a certain level of client management experience, we will work with you to develop and hone your consulting and client handling skills. We will help build your confidence, supporting you with attending as many client meetings as possible. You may be required to assist with client presentations and new business pitches for example. Project management is essential to this role and team. You will be an efficient timekeeper, meeting client deadlines and often managing your colleagues to ensure these are met, both at more senior and junior levels.

## **2. Research and insights**

- You will be asked on occasion to support account teams and clients with research and/or monitoring asks. This could include research on ESG topics of relevance to our clients and businesses at large, summarising new reports and publications, as well as monitoring for news and insights from major global events such as COP, World Economic Forum's Annual Meeting, and/or UN events. Whilst this isn't a Research and Insight role, due to the nature of our work, we may occasionally ask you to support us with this.
- You may also be asked to support with desk research and data analysis for client projects and new business opportunities. You will develop a clear understanding of your clients' businesses, their wider industry, and relevant media/stakeholders.

## **3. Delivery**

- Working alongside team members to manage the day-to-day activities on each account, providing regular updates to account teams when needed.
- Strong passion for media relations. Your level of experience can vary, however, the passion and enthusiasm to lead on media relations is key for our press office accounts.
- Copywriting - you must be able to write, not just accurately and editorially, but compellingly, with a focus on attention to detail. You will be given opportunities to produce or input into a range of content.

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- Over time you will contribute towards projects directly, establishing yourself as a trusted advisor and subject matter expert to clients.

#### 4. Commercials / Operations

- Managing your own administrative tasks, agreeing effective timelines with your team/line manager.
- Completing timesheets on a weekly basis, in a timely manner
- Supporting the timely processing of expenses in relation to client work and your own expenses as needed.

#### 5. Culture

- Actively participating in and contributing to team meetings and discussions.
- Supporting the organisation with company events and initiatives, putting your hand up to help where needed.
- Supporting our trainees and interns as required.

All members of the Blurred team are expected to live by our values in relation to DEI. The entire team is expected to contribute towards us delivering against our commitments and targets. We only create change if we're all committed and contributing.

#### Minimum Criteria

The minimum requirements and core attributes we are looking for within this role are:

- **A self-starter:** You are proactive, and able to dive into new tasks, putting your hand up for new opportunities to build your ESGP knowledge and communications/consulting skills, making use of all resources available to you.
- **Organised:** You can keep track of different tasks and work to agreed deadlines, keeping your team and manager(s) always informed.
- **Detail-oriented:** You are someone who takes pride in your work, completing it on time, and ensuring you check everything before sending so there are minimal mistakes.
- **Committed to learning:** You're someone who loves to learn, and you'll always take an active role in upskilling yourself and the team, finding ways to become more effective as a Junior Consultant.
- **A great communicator:** Our business is centred around communication and it's vital that as a Consultant, you are passionate about developing your communication skills on an on-going basis, as it is imperative that our team communicate effectively. This means keeping everyone updated, so you'll

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regularly advise on the status of your work, share your views as relevant – and of course, ask for help when you need it.

- **Management skills:** As a Consultant, we would love you to have some junior team management skills which will encompass day-to-day support in terms of helping them prioritise work, being a sounding board for any client communication/tasks and generally nurturing and guiding them to be the best they can be, keeping in mind their career development objectives. We will support you and can offer relevant training for your own personal development and progression.

## About Blurred

Our future is threatened by urgent environmental and societal risks. Every corporate and public citizen has the responsibility and capability to make a difference.

And the area where you have the greatest potential to do harm in the world is also the area where you have the greatest opportunity to do good.

Our work is built on the principles of ESGP, because we believe no organisation can have a credible, effective Purpose without first understanding the impact of its business on the Environment, on Society, and in terms of Governance.

From advising on the most technical elements of ESG right through to delivering the most creative expressions of Purpose, we help businesses be better.

And then, as communication experts, we make sure that story is seen and heard by all audiences, from investors and employees to policymakers and the public.

This week we have been nominated as Top 3 Best Places to Work in our industry by [PRovoke Media](#)

We won Best New Management Consultancy at the MCA's [Management Consulting Awards 2022](#), were a finalist for Consultancy of the Year at the [EDIE Awards 2023](#) and we won Best Consultancy for Corporate and/or Financial Comms at [PR Week's Corporate, City & Public Affairs Awards 2023](#) and Corporate Consultancy of the Year at [PRovoke's EMEA Sabre Awards](#). We were also placed number 1 in PR Week's 2022 ESG league tables.

We are also proud to have been named Best Consultancy to Work for by [PRovoke Media](#) in 2022 and 2023.

But we're perhaps most proud of what we do to walk the talk in terms of values. We live our own purpose and values through the way we behave, from our public commitment to only work with companies making progress against the [UN's Sustainable Development Goals](#), to being transparent about [our commitment to diversity and reducing our own](#)

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[carbon footprint](#), to holding full [Blueprint](#) status (we're extremely passionate about DEI), to holding [Disability Confident](#) level 2 certification and - finally - by being [B Corps](#) certified. In short, we walk the talk, and we only recruit people ready to do the same.

[Blurred.global](#)

### **Our purpose and values**

Blurred's purpose is to deliver work with depth that drives positive impact for our clients, people, and the planet. At Blurred we help our team find their passion and turn it into positive impact.

Our values are *Daring, Democratic, Driven, Difference, Diverse*.

### **Current clients**

We work with both FTSE 100 / Fortune 500 companies as well as a number of smaller public and private companies. Our current active clients include the following multinational corporations including Coca-Cola, Bacardi, Mondi and Arcelik.

### **Salary / office**

£33-35K plus benefits, negotiable depending on experience and skills.

We operate a hybrid-working model - our offices are closed on Mondays and Fridays to allow employees to work from home, with a flexible office requirement of 2/3 days per week (Tues-Thursday).

### **Benefits**

Our competitive benefits package recognises that we're all individuals and it's not a case of one size fits all, so our benefits are designed for each team member to choose what's right for them.

### **Core Benefits for all employees from day one:**

Flexible working - no fixed hours, office is closed Monday and Fridays, WFA requests dealt with the same as holiday requests. Statutory Pension - you contribute 5%, we contribute an additional 3%, 27 days holiday allowance plus office is closed between Christmas and NY, personal days in lieu of public holidays (you can swap days that may be more relevant to you, e.g., choosing to celebrate Diwali or Pride instead of Easter), Tate membership, Tortoise Media access and 13<sup>th</sup> pay day which is an option to receive 50% of January pay two weeks earlier, to help relieve post-Christmas financial stress.

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**Core Benefits for all employees after completing six months' probation:**

Bi-weekly Leadership Coaching, Season Ticket Loan, Cycle to work Scheme, Health & Wellbeing Fund of £80 per month, Wellbeing support through the Spill platform, Reproductive Health - funded private consultation if you are unable to access the GP support you require, Financial Coaching on Bippit platform, £500 towards your own Learning & Development of your choice, Length of Service Reward, Eye Test, Flu jab and £100 to move to green supplier Ecotricity at home!

**Core Benefits for all employees after 1 years' service:**

You will be eligible for our Electric Car lease scheme, Fertility Support loan of up to £10K and maternity/paternity (3 months full pay after 1 year' service / 5 months full pay after 3 years' service) with pre-leave, during, and on return coaching.

**Core Benefits for all employees after 2 years' service:**

You will be eligible for our 'Work from Anywhere' in the world benefit, for 1 month!

**Plus - Enhanced benefits:**

**Each employee to choose one option in addition to the core benefits:**

- Pension - Blurred contributes 8%
- Private Healthcare
- Additional 5 days holiday
- Sabbatical of 4 weeks after 3 years' service

**Timings and Application Process**

The successful applicant will ideally be in the business for the end of Spring 2024, or sooner if possible, though this is flexible for the right person. There is no application closing date for this role.

Please email your CV and why you're interested in this role to Jenny at [Jenny@blurred.global](mailto:Jenny@blurred.global)

We are committed to championing diverse talent from all backgrounds; the Blurred team is proudly diverse in terms of ethnicity, neurodiversity, gender, sexual orientation, age, religious belief, national origin, and socio-economic background. Purposefully.

If you require specific needs or adjustments at any stage during the interview process, please do let us know.

If you would like to know what we do with your information, please see [here](#)

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