**Job Description and Advert**

Senior PR Manager

Salary depending on ability and experience

Location: Leicester City Centre

Full-Time

**About Associate Events**

Formed in 2010 we are a creative events, brand management, PR and production agency based in the Midlands, with offices in Leicester, the Black Country and St Pancras, London.

We work across the UK offering a full PR and media, marketing and brand development, event management and production services from concept through to delivery. We work in a lively and fast-paced environment that is nothing short of diverse in terms of our clients and their requirements.

Our full-service offer encompasses bespoke events of all descriptions and in every sector imaginable, across festivals, corporate and educational events, digital, live-streaming and large scale outdoor events to providing event services for high profile venues.

Our people have worked with some of the world's most recognisable brands with companies such as Apple, Louis Vuitton, Audi and Google. In contrast, Associate Events also prides itself on its work with its smaller clients who are creating and innovating every day. Large and small, the broad range of organisations that we work with makes working at Associate Events a positive choice for anybody looking for their next step in the industry.

With such a mix of clientele, from both the public and private sectors, we are able to assist the small with big ambitions and help the large with creativity and innovation. We appreciate that all of our clients have extremely varied, distinct and bespoke requirements – our team have developed a reputation for their ability to listen, understand and for working both with and for our clients to deliver tailored results and market leading value.

Our industry, supplier, business, customer and political links are wide reaching and have helped a number of our clients achieve what they believed to be unobtainable within their budget.

We believe in partnerships, whether this is with clients, sponsors or suppliers. Our clients return to us for our discreet and professional approach, industry and supply contacts, event innovation and most importantly, our reputation and ability to deliver.

[**www.associate-events.com**](http://www.associate-events.com)

@associateevents

**Senior PR Manager**

We are seeking an experienced, passionate, organised and dynamic PR professional to work across our portfolio of highly complex and multi-faceted regional, national and international projects.

Working closely with the Communications and Marketing Manager, you will be responsible for PR, press and media relations for our company and our exciting array of clients.

You will be a proactive and confident with proven experience in all aspects of media relations, with a strong knowledge and understanding of the media landscape and what makes journalists tick, to deliver tangible results.

You will need to have a hands-on yet strategic approach; and the know-how to curate and deliver authentic and compelling news, stories and media opportunities, and build narratives around our brand and for our clients.

This is the perfect position for a senior, proactive, self-starter with the experience and confidence to deliver top level PR to help promote our company and clients and enhance their brands and reputation.

**Key Skills**

* Develop creative PR and media strategies and deliver far-reaching PR campaigns
* Manage media relations on both a reactive & proactive basis
* Develop media networks and build relationships with local, national and trade media
* Creative flair and ability to spot PR opportunities to generate broad coverage

**Key Duties *&* Responsibilities**

* To be the PR lead across the business, working closely with the entire team including the Marketing Communications Manager and Digital Communications Manager, Design and Project Managers on projects, events and campaigns
* Research, plan, develop and execute impactful PR strategies for our business and clients, and devise with media plans that will engage journalists, raise brand profiles and proactively secure consistent high-quality coverage
* Work with wider team to build and deliver effective hard, social and digital marketing PR campaigns that deliver on goals of our company and clients.
* Manage media and press relations for our company to maximise reach, profile and sales, ensuring it is seen as active and progressive by both clientele and the media;
* Responsible for the management of all news announcements, including copy writing, editing and distributing of press releases, articles, thought leadership, opinion pieces, and pitching in news to journalists.
* Spot PR opportunities and use creative flair to develop and deliver exciting, unique and ways such to capture media attention, grow awareness place clients and enhance reach – such as PR stunts and engagement tactics
* Organise media opportunities, facilitate interviews and prepare clients / key spokespeople for media engagements, creating appropriate media responses, briefing documents and speeches
* Monitor the media landscape, anticipate stories and identify news jacking opportunities to place our brands at the front and centre of industries.
* Leverage existing media relationships and cultivate and develop new relationships with a broad range of media and thought leaders across the UK to place the company and its clients.
* Represent our Company at client meetings, presentations, networking sessions and events as required;
* Manage and maintain PR distribution and monitoring software, ensuring is it kept up to date
* Manage and develop a regular reporting structure for our company and clients, providing a snapshot of delivery progress and coverage
* Review data, analytics, cyclical PR and use this to inform tactics and adjust PR strategies and programmes as necessary so that we deliver on targets
* To proactively manage all reactive or crisis communications that aim to ensure and maintain the positive reputation of our company, clients and the brands that we manage
* Undertake duties which are commensurate with the pay, grade and responsibility of the post

**Essential Criteria**

* 3+ years’ experience in a journalist, senior PR role or similar;
* A degree or equivalent qualification in journalism, PR or similar
* Exceptional PR management, organisational, scheduling, time and delivery/implementation skills;
* Excellent knowledge of the press, influencers and relevant industries
* In-depth knowledge of of the media landscape across broadcast, print and on-line media
* Experience of working with local, regional and national media and journalists and the know-how to sell in stories
* Experience of managing reactive PR and crisis communications
* Must be used to work in a fast-paced work environment and adaptable to change
* Collaborative and eager to build strong relationships both internally and externally.
* Willingness to travel to other areas of the UK and work flexibly as projects require (intermittent);
* The ability to remain focused under pressure, organise priorities, tackle complex tasks and issues with determination in a busy environment and in the face of resistance
* Willingness to travel to other areas of the UK and work flexibly as projects require (intermittent);

**Desirable Criteria**

* Brand management and market placement experience;
* Good digital knowledge with sound web, digital and social media skills;
* Strong local, national and international media connections / relations and contact base;
* Experience of having worked across multiple business sectors;
* Experience of PR software distribution and monitoring systems
* Hold a full and valid UK Driving License

**Personal attributes**

* Fluency, preferably at a native level, in English with exceptional writing and editing skills.
* Personable with the ability to build relationships
* Confidence to deal and liaise with journalists, stakeholders and clients at all levels
* A team player with a positive, ‘can-do’ attitude

**To apply:**

Please email your CV with covering letter to Sally Stevens (Communications & Marketing Manager) sjs@associate-events.com .

Thank you for your interest in Associate Events, we hope to meet you soon.......

**Associate Events Limited is committed to Equal Opportunity in employment, and welcomes applications from all sections of the community**

*No aspect, words or meanings contained within this Job Description / Advert form any part of a contract or guarantee of continued employment or associated terms between the company and the perspective employee.*