**JOB DESCRIPTION**

**Position: PR Manager**

**Reports to: Brand and Events Manager**

**Department: Events and Marketing**

**Period:                     January 2020 – October 2020 with a view to extend**

**Job Summary:**

To affectively manage the brand reputation via all forms of global media and communication including but not limited to press, media, influencers and celebrities. The role will also require the candidate to actively source, manage, direct and deliver sponsorship partners while also managing and developing current relationships with existing brand partners.

**Main Duties and Responsibilities:**

**PRESS**

* Develop a Press and PR communications plan including strategy, goals, budget and tactics ensuring the brand moves onwards and upwards
* Develop media relations strategy, seeking high-level positive placements in print, broadcast and online media
* Coordinate all public relations activities alongside Marketing Manager
* Leverage existing media relationships and cultivate new contacts within business and industry media
* Manage inquiries and article requests from the press, media, the public and related organisations.
* Create content for press releases and other relevant documentation
* Strategise, organise and manage press and media trips to ensure the ROV is maximised
* Create and manage unique press and marketing campaigns to keep the brand fresh
* Actively keep abreast of on trend celebrities and influencers and leverage relationships with them and their agents for hospitality and press across the summer
* Monitor, analyze and communicate PR results on a monthly basis
* Maintain a keen understanding of industry trends affecting clients and make appropriat recommendations regarding communication strategy surrounding them
* Crisis Management if and when necessary

**SPONSORSHIPS**

* Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis
* Proactively source potential partners
* Develop bespoke presentations including market research and data to build powerful and persuasive proposals based on the marketing objectives and business needs of potential clients.
* Management, direction and delivery of contractual rights between partners ensuring the sponsors obtain their activation goals
* Ensuring all negotiations and leverage are aligned with the business and target market needs
* Liaise with other departments including marketing an events to ensure implementation and application of sponsors rights are activated and completed.

**Hiring Requirements:**

* Proven working experience in public relations required
* Proven track record designing and executing successful public relations campaigns at

    national level

* Strong relationships with lifestyle and music industry media outlets
* Experience in acting as a company spokesperson
* Experience in event management
* Must possess excellent verbal and written communication skills
* Must have an eye on current trends
* Strong interpersonal skills and relationship building skills
* Excited by challenges

**Personal Characteristics:**

* Must be a confident communicator and presenter
* Must possess excellent organizational and planning skills
* Have a full understanding of media needs and media relationships
* Must be able to be self motivated and have a strong ability to use one’s own initiative
* Be proactive, reliable, responsible and accurate with an attention to detail
* Possess the ability to keep information confidential
* Must demonstrate creativity and forward thinking
* Must possess a quick thinking nature

Terms: Start January 2020, Needs to be in ibiza April to October

Wage: TBC