

## PR Manager Can You Create Headlines?

**Location:** Costock, near Loughborough, Leicestershire

**Hours:** Full Time

**Champions (UK) Plc** is one of the UK's leading award-winning brand agencies, boasting an enviable portfolio of clients, regionally, nationally and internationally.

A family-owned business with traditional family values, Champions has grown over the past 15 years and has evolved significantly.

Proudly, we continue to invest in our staff and new technology, to ensure we are at the cutting edge of providing our clients with the most up to date services that achieve results.

Today, with over 90 highly-skilled staff and still expanding, Champions' continued success is creating additional and exciting employment opportunities.

Are you an experienced PR Manager looking for a new challenge and an opportunity to advance your skills and career in an enviable working environment?

Are you a natural communicator who likes the excitement of new challenges and who is able to thrive in a fast-paced environment?

If you are a top-notch PR Manager who's been waiting for the right opportunity, we have the stage set and we need someone who can shine and deliver!

We are looking for a competent PR Manager to lead our public relation professionals dream team and take on full responsibility for the strategy, collaboration, execution and measurement of PR & Media Relations Campaigns for our company and clients, with the goal of building and enhancing an outstanding image for both.

### Responsibilities

- Able to create and deliver campaigns;
- Able to devise and implement the strategy, review the results and adapt accordingly;
- Developing, planning and implementing a public relations communications plan including strategy, goals, budget and tactics;
- Seeking high-level placements in print, broadcast and online media;
- Coordinating all public relations activities;
- Directing the PR team to engage audiences across traditional and new media;
- Leveraging existing media relationships and cultivating new contacts within business and industry media;
- Managing media enquiries and interview requests;
- Researching and creating content for press releases, by-line articles and keynote presentations to targeted media;
- Monitoring, analysing and communicating PR results and coverage on a monthly basis;
- Evaluating opportunities for partnerships, sponsorships and advertising on an ongoing basis;
- Building relationships with industry leaders to grow industry awareness;
- Preparing case studies, speeches, articles and annual reports;
- Coordinating photo opportunities;
- Organising press conferences and supplying company information to go on the website and social media;
- Managing the PR aspect of a potential crisis situation;
- Maintaining a keen understanding of industry trends affecting clients and making appropriate recommendations regarding the communication strategy surrounding them;
- Recruiting, hiring and training new members of the PR team as and when required;
- Determining KPIs for each team member and the PR department.

### Experience, Qualification and Skills Required

- A minimum of three years' experience in communications, presenting, media relations, social media and/or PR across any genre;
- At least two years' experience managing, supporting and overseeing a PR team;
- Excellent written and verbal communications skills, a broad understanding and experience of PR strategy building, social media and PR concepts, pitching, influencing and negotiation skills, you will be a communications professional;
- Able to spot opportunities and prioritise multiple tasks to deliver results against strategic objectives;
- You will be included in new business tenders and presentations for the company so must have an understanding of how PR fits into a branding mix, and how to cross-sell services for Champions for various markets;
- Knowledge of PR tools including Gorkana and Meltwater;
- Strong relationships with both local and national business as well as industry media outlets;
- Experience in acting as a company spokesperson; comfortable and skilled in both broadcast and print media interviews;
- Solid experience with social media including blogs, Facebook, Twitter, etc;
- Excellent organisational and planning skills;
- Full understanding of media needs and media relationships;
- Proactive, reliable, responsible and accurate with an attention to detail;
- Possession of the ability to keep information confidential;
- A tactical understanding of all primary social media platforms;
- Ability to work in high-stress environments, often for long hours;
- Self-motivated with a positive and professional approach to management.

Is this you?

Then we want to hear from you!

Please send your current CV and a covering letter outlining your experience, achievements and successes in your employment to date, with convincing reasons why you are the ideal person for this role as well as your current salary.

Please send to [careers@championsukplc.com](mailto:careers@championsukplc.com) by **30th November 2018**