

**JOB DESCRIPTION/ PERSON SPECIFICATION
PR AND CONTENT MANAGER**

NARRATIVE

JOB TITLE:	DEPARTMENT:
PR and Content Manager	Creative Delivery
RESPONSIBLE TO:	RESPONSIBLE FOR:
Creative Delivery Director	Delivery of PR, content, social and comms, including strategy work.
ROLE OVERVIEW	
<p>The PR and Content Manager is an integral member of the Creative Delivery Team.</p> <p>Key tasks include: delivery of a wide range of creative PR and communications activities for Narrative’s more complex/higher value accounts; development of client plans and strategic documents; composition of news releases, articles, blogs and other content for both clients and the agency itself; social media management, crisis comms, client (and internal) communications via regular enewsletters, media relationship management and mentoring/development of more junior members of the team.</p>	
KEY RESPONSIBILITIES	
<ul style="list-style-type: none"> • Support the Creative Delivery Team with day-to-day client activity • Proactive input into more strategic client requirements and higher value accounts • Create a variety of high quality copywritten pieces for online and offline outlets – including press releases, blogs, digital content such as website copy, advertorial features and other media opportunities • Identify forward features; selling in forward features and bigger news stories to the media and collating these in regular content plans for clients • Effectively deal with any crisis communication requirements on behalf of clients, including media liaison • Generate regular, engaging and relevant media coverage for clients, in line with agreed objectives • Build and maintain media relations across a variety of offline and online channels • Take a leading role in social media management for clients and Narrative – including social media content planning, scheduling, engagement, reporting and evaluation • Plan and implement digital PR to complement other activities, aligned to client objectives • Utilise SEO skills to optimise copy for web including website copy and optimized blogs • Develop PR, communications and social media strategies and plans 	

- Take an active role in collaborative working across the agency to fulfil wider brand development needs for brand tone of voice documentation, strapline suggestions and strategy composition support for large projects
- Contribute to tenders and represent Narrative at new business opportunities and pitches where required
- Assist in fulfilling and supporting training requirements for the wider PR and Media team and other Narrators across the business relevant to PR and comms expertise
- Create and deliver client workshops and training relevant to the department
- Lead on internal communications via a regular enewsletter
- Manage monthly enewsletter to clients
- Mentor more junior members of the team and offer a critical eye over their outputs
- Work closely with the Client Partnership Team, help to manage and develop proactive PR campaigns and deliver clear, results focused reports linked back to objectives
- Implement outreach / influencer marketing campaigns for clients
- Ensure all work is completed on time and within budget, and offer advice when required as to likely time required to deliver work as per the brief
- Undertake out of hours social media management as required
- Keep abreast of new and emerging media channels for opportunities for clients including both editorial and advertising
- Undertake monthly client reporting and coverage updates, including print and digital media plus social media
- Develop, plan and evaluate promotional opportunities for Narrative
- Identify new business opportunities including cross and upsell with current clients
- Seek out emerging trends and tools across the sector which could improve processes and/or enhance Narrative's service offering
- Seek out relevant awards opportunities for Narrative and our clients
- Support the Head of PR and Media and the wider team as required

PERSON SPECIFICATION AND CORE COMPETENCIES

Narrative Values:

It is fundamental that the PR and Content Manager is, or aims to be:

- Curious
- Creative
- Courageous
- Collaborative
- Integrous
- Excellent

Essential requirements and skills:

- A minimum of 12-18 months' experience at relevant level, ideally agency side or in-house, working on B2B and B2C accounts
- Able to write and achieve for a variety of channels - including press, website, blogs
- Confident dealing with clients at a senior level with complex requirements
- Experience in creation and execution of marketing campaigns, PR and communications strategies
- Experience of working in and across teams with varying skill sets/levels and areas of specialism
- Excellent written and verbal communication skills
- Strong interpersonal skills
- Highly organised and efficient, with the ability to prioritise own workload
- Proven track record of securing media coverage for clients
- Sound understanding of effective media relations
- Digitally savvy – with a working knowledge of Google Analytics, SEO, social media insights and CMS
- Experience in social media management – planning, delivery and maximising promotional opportunities for clients
- Proactive, creative and innovative – able to contribute new ideas, spot opportunities for clients and take them forward
- Flexible, able to work under pressure and to tight deadlines
- A passion for PR and communications, determined to get the best results for clients
- Willingness to work out of hours if required
- Experience and understanding of the workings of a full-service agency
- Full UK driving licence
- Degree/professional qualification/relevant experience in PR, journalism or communications related field

Desirable:

- Wider marcomms skills base, demonstrating a range of skills in marketing/PR-related activities
- Experience of marketing and PR across a range of sectors, demonstrating a strong understanding of routes to market, transferable skills and success across B2B and B2C segments
- Working knowledge of MailChimp or similar