

BOMPAS & PARR

Job title: PR Manager

Contract type: Permanent, full-time contract

Location: Bermondsey studio

Reports to: Content Director

Salary: Based on experience



Fruit Weather. Photo credit: Bompas & Parr

This role will allow a highly ambitious candidate to hone their PR skills within a hugely creative and dynamic environment. This is a split role between account management and PR responsibilities. In order to be eligible, the candidate must have at 3 - 4 years' agency project and account handling experience as well as a background in PR. Candidates must have food and drink marketing and brand strategy experience.

Objectives

- To successfully manage a diverse range of accounts and projects for commercial brands, and Bompas & Parr self-initiated projects
- Drive projects from start to finish and ensure seamless delivery on time and on budget
- Manage project finances from budgeting, tracking, reporting and reconciliation
- Be responsible for all project documentation
- Contribute in the development of proposals and new business pitching

- Conduct media and influencer relations, from media strategy to execution and delivery across multimedia landscapes
- Amplify content across traditional and social platforms to increase audience numbers
- Provide a proactive press office function

PR

- Work with the Content Director to co-ordinate and assist with developing content and influence marketing campaigns to increase audience numbers, awareness and participation
- Co-ordinate Bompas & Parr's PR communications and programming
- Manage external media enquiries
- Write media strategies, releases and other press materials

Client management and relationships

- Act as the primary contact for all day-to-day aspects of the project
- Build strong and long-term relationships with key client accounts
- Be totally 'in-tune' with clients' business needs and subsequent opportunities
- Develop a thorough understanding of the client's brand, project objectives and KPI's
- Ability to problem solve and soar above clients' expectations
- Actively follow up and drive projects from initial briefing to final delivery, ensuring the project is developed to its full potential
- Manage all client requests and work seamlessly with studio team members to implement efficient team output and best value in line with budgets
- Prepare and compile copy for proposals and presentations as required

Project management

- Day-to-day management of a myriad of client accounts and projects, handling and monitoring jobs and budgets
- Manage all client requests and work seamlessly with the Content and Audience Director to implement efficient team output
- Completion of all project and internal administration, including: preparing internal briefing documents, project schedules, resource planning, coordinating client feedback amends, proof-reading and status reports
- Completion of all financial aspects of project management including: creating budgets and estimates - fees and production costs, sub-contractor negotiation, monitoring head hours, monitoring margins, tracking expenses, raising PO's and invoices and reporting project financial success
- Coordinate client meetings; create meeting agendas, take meticulous notes and write succinct contact reports

Production

- Manage and contract third-party contractors and suppliers and ensure we receive the best price and service available
- Live events pre-production and operations management as required

- Manage all technical production requirements if needed

Essential experience

- At least three years' experience within an accounts role in an agency environment, at a middle-weight level
- A working knowledge of the drinks industry
- Live event experience
- Experience in building influence marketing campaigns
- Background in PR
- In-depth knowledge and experience in media and influence relations
- Demonstrated account competencies: client focus, accountability for results, attention to detail and professional confidence
- Outstanding client facing and negotiation skills
- Some experience in brand strategy
- Expert oral and written communications
- Master proficiency in Microsoft Office and Google apps and Keynote
- Experience of working in a creative/design lead environment
- High level of self-motivation, discretion, diligence and attention to detail
- Highly organised and be able to work autonomously with exceptional administrative skills
- Flexibility and the ability to adapt to changing circumstances

Desirable experience

- Proven media connections
- Some editorial experience, but not essential

General

- Must understand and care about influencer marketing campaigns
- Be an advocate for creative collaboration and excellence
- Possess a clear passion and energy for Bompas & Parr
- Undertake any other duties as may be reasonably required
- Be able to speak knowledgeably about all aspects of the work of Bompas & Parr and to support the organisation's principal aims and objectives
- Communicate regularly and effectively with the Directors and to seek support from appropriate staff at the earliest opportunity should problems arise
- Show ownership of achieving personal objectives yourself through positive action

Please note, due to the nature of the role you will be expected to work occasional evenings and weekends. There may also be the requirement to travel internationally.

Team structure: The PR Manager will be part of the Content team led by the Content and Audience Director.

How to apply

If you are interested in applying for this position, please email work@bompasandparr.com with 'PR Manager' in the subject heading. Please include the following in your application:

- A copy of your current CV
- A cover letter detailing why you feel you are a suitable candidate for this post and what attracts you to Bompas & Parr. Please note, applications not submitted with a covering letter will be rejected
- Some examples of your writing