

**Name:**

**Department (and Section where appropriate):** Marketing

**Grade:** G4

**Job Title:** PR Manager

**Immediate Line Manager (Job Title):** Marketing Lead

**Job Purpose**

To develop, implement, manage, and report on marketing, communications, and PR activities in line with agreed corporate priorities and policies. Within the team, play a hands-on role through contributions to the editorial, social media and media relations aspects

**Main Duties (including % of time spent)**

- To lead PR activity by developing a PR plan for Campden BRI that promotes and engages target audiences with compelling stories around business services and developments. This will involve proactively identifying relevant activity and content that can be re-purposed into editorial content (e.g., web, print, social media, slideshows, trade press) for use in campaigns and in response to ad hoc opportunities (50%)
- To develop, oversee and report on progress (10%) of
  - external marketing and PR campaigns
  - local PR coverage
  - Internal communications activities
 including leading regular Marketing and Communications team meetings
- To manage media inquiries and maximise opportunities from media activities on behalf of Campden BRI (10%)
- To manage trade press in the development and execution of opportunities for editorial coverage (on-line and print) (10%)
- To promote internal communications by sourcing, scheduling, drafting, editing, and delivering internal news stories and other communications - working with the communications team and colleagues from across the business (20%)

**Knowledge, Skills & Experience**

- Either a degree or equivalent in marketing or PR, ideally with experience of working with scientific / technical content / audiences **or** a degree in a scientific subject with extensive experience of working in marketing / PR
- Knowledge and considerable practical experience of the communications sector and the respective roles of technical communications, marketing (content-led) and PR
- Demonstrable skills in sourcing and gathering relevant information and drafting, editing, and repurposing it for a range of audiences
- Proficient and purposeful use of social media in a business context
- Proven ability to lead and implement marcomms campaigns with evidence of effective delivery and reporting on outputs and outcomes, against pre-agreed criteria
- Experience of liaising with trade press editors and trade journalists to identify and exploit opportunities for positive trade press coverage. Experience of dealing with wider media advantageous
- Evidence of a good team-approach with demonstrable ability to influence others within and outside the team

A friendly, can-do, flexible, and enthusiastic attitude with a strong desire to make the role and the business succeed

**KEY TASKS & RESPONSIBILITIES****1. Communications**

Extremely well developed written and verbal skills as the role will require extensive communication with colleagues, clients, specialist suppliers (e.g., agencies) and trade press – verbally and in writing - through a range of media including face-to-face meetings and presentations, written reports, and 'remote' meetings.

Understanding the target audiences for specific campaigns and tailoring communications to those audiences, taking account of the channels to be used.

Acting with appropriate commercial, 'political' and technical awareness, sensitivity, and tact, in persuading and motivating specialists to contribute source content for use in campaigns and in managing requests for content from third parties (e.g., collaborators, clients, media).

Working with technical and commercial content to identify and present key messages for use in campaigns.

**2. Analytical Skills & Creativity**

Sourcing, organising, and interpreting a range of source materials on technical and commercial subjects of relevance to Campden BRI, its members, and its other clients.

Finding and employing creative and engaging ways of presenting content, to attract and retain audience interest and inspire the audience to respond in appropriate ways.

Assessing the benefits and risks of communications options in a range of situations

**3. Management of Activities**

Working with Marketing Lead, identifying campaign objectives, timings, and most appropriate channels.

Responsibility for leading and overseeing a wide range of campaigns to members and other clients, for marketing and technical communications.

Responsibility for leading internal communications initiatives – working with staff within Marketing and Communications and across the business to source, schedule, draft, edit and deliver internal news stories and other communications

Providing interpretive reports on these to the Marketing Lead.

Responding to and prioritising requests from colleagues, clients and third parties for content

**4. Management of People**

Marketing & Sales Director – Marketing Lead – **Job Holder** – Reports

Management of a small team (currently one Marketing Executive and one Scientific Content Manager). Close interaction with staff at all levels (Chief Executive, Directors, Heads of Department, technical specialists) across Campden BRI sites. Persuading, inspiring, motivating, and challenging staff to provide content for re-work and use in purposeful campaigns. Leading departmental meetings for managing campaign activities.

**5. Management of Finance & Resources**

Recommendations on advertising expenditure and other costs associated with promotional activities. Management of marketing / PR tools (e.g., Meltwater, e-mail package).

**6. Autonomy & Accountability**

A lead specialist in adapting technical information and materials for a range of audiences, to ensure purpose, clarity and effectiveness of communications materials and accuracy of content.

Autonomy in compiling a range of campaign materials.

Autonomy in broadcasting to clients via systems such as Newsfeeds, web, social media, and trade press.

**7. Working Environment**

Primarily based at Campden BRI (Chipping Campden site) but with likely requirement for travel to the other Campden BRI sites.

**8. Other designated job roles** (Please tick those applicable)

Quality Co-ordinator  
 Safety Co-ordinator  
 First Aider  
 First Aid Leader  
 Mental Health First Aider  
 Fire Officer  
 Fire Leader  
 Software Co-ordinator  
 Trained internal Auditor  
 Equipment Officer  
 Departmental Archivist  
 Hygiene Manager  
 Process Hall Manager  
 Event Director  
 Risk Assessor  
 Biological Safety Officer  
 Safety Representative  
 Safety Committee Member  
 Sample Receipt Steward  
 Authorised Driver (in line with Car Policy)

**DSE User****Manual Handler****Signed & Dated**

Job Holder ..... Date .....

Line Manager ..... Date .....