

Campden BRI (Chipping Campden) Limited

Station Road Chipping Campden Gloucestershire GL55 6LD UK

Tel: +44 (0)1386 842000 Fax: +44 (0)1386 842100 Web: www.campdenbri.co.uk

Campden BRI (Nutfield)

Centenary Hall Coopers Hill Road Nutfield Surrey RH1 4HY UK

Tel: +44(0)1737 822272 Fax: +44(0)1737 822747 Web: www.campdenbri.co.uk

Job Profile

PR Manager Marketing

For enquiries concerning this job, please contact:

Karen Hyslop
Human Resources Department
Campden BRI
Station Road
Chipping Campden
Gloucestershire
GL55 6LD

Telephone: +44(0)1386 842124
Email address: karen.hyslop@campdenbri.co.uk
Web site address: <http://www.campdenbri.co.uk>

Campden BRI provides scientific, technical, and legislative support to the food, drinks and allied industries worldwide. The practical application of technical excellence lies at the heart of all that we do and is supported by our industry-leading facilities, expertise and knowledge.

From analysis and testing and operational support to knowledge management, all our activities are built on an extensive programme of research and innovation steered by industry to ensure maximum commercial relevance.

We provide services to companies all along the supply chain, but offer discounts, access to expert advice and other benefits for those that come into membership. Many of our clients are major blue-chip companies and household names.

Locations

The Campden BRI Group operates from three sites in the UK and a fourth in Hungary. The role as advertised will be based at the Chipping Campden site but could require from time to time travel to other Group sites.

The site in Chipping Campden employs 300 full or part-time staff. A further 50 staff are employed at the site at Nutfield, Surrey and 20 staff are employed at our site in Budapest, Hungary. We also have a Consumer Test Centre in Leamington Spa.

Department: Marketing

This is a great opportunity to join a growing, enthusiastic, friendly, supportive and multi-disciplinary team with responsibility for creating a range of marketing communications that engages our members & potential clients with the potential of our world class science and technology services. We do this through a range of communications channels and activities including:

- the development and maintenance of the corporate websites and related electronic communications
- development and publication of digital content such as articles, blogs, graphics and case studies
- production of newsletters, brochures, leaflets, posters and related materials
- production of audio and video media content
- management of the company's social media presence
- campaigns to promote designated aspects of our services and research activities
- coordination of the work of our Member Interest Groups (MIGs)
- provision of an in-house, centralised digital print facility
- management of specialist suppliers such as PR, marketing and communications agencies
- handling of media enquiries.

We also play a significant role in internal communications in the business - promoting awareness of business and other developments – for example, through our Intranet i-comm.

Duties and responsibilities:

This role will be pivotal in Campden BRI positively engaging stakeholders both internally and externally. The marketing department has gone through a period of change, and with a new strategy for the department, the PR Manager will be key in delivering this. Duties include:

- 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%)

Specifically, you will:

- Possess 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.
- Understand the target audience for specific campaigns and tailor communications accordingly.
- Act with appropriate commercial, 'political' and technical awareness, sensitivity, and tact, in persuading and motivating internal specialists to contribute source content for use in campaigns and in managing requests for content from third parties (e.g., collaborators, clients, media).
- Work with technical and commercial content to identify and present key messages for use in campaigns.
- Work with Marketing Lead to develop engaging PR campaigns, setting their objectives, timings, and identifying most appropriate channels.
- Act as the primary contact for media enquiries and develop relationships with strategically beneficial organisations for PR purposes
- Assess the benefits and risks of communications options in a range of situations
- Lead and oversee a wide range of campaigns to members and other clients, for marketing and technical communications.
- Lead 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
- Provide interpretive reports on these to the Marketing Lead.
- Respond to and prioritise requests from colleagues, clients and third parties for content
- Provide cover for Marketing Lead in their absence.

Qualifications and competencies

- 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 Comfortable in delivering feedback to colleagues on their written output
- Can-do, enthusiastic, collaborative and friendly attitude with a strong desire to improve own skills base and find improved ways of working for the benefit of the business

Key skills

- Proven ability to deliver PR campaigns that achieve desired reach
- Proactively finding ways of re-purposing and re-working content to extract maximum value – for both technical communication and promotional activities
- Showing excellent judgement in assessing opportunities and selecting those most appropriate for generating the type of coverage sought
- Contributing creatively to team discussions on maximising the impact of our multiple marketing and communications channels
- A good 'nose' for finding the 'slant' and 'angle' that will maximise opportunities
- Management of junior team members
- Excellent attention to detail in sense-checking and proof-reading

Pay and benefits

Salary:	Guide £34,000 - £40,000pa depending upon experience Working hours 8.45-5.15 Mon to Thursday, 8.45-4.30 Fridays (38 hrs)
Grade:	G4
Holidays:	25 days plus public holidays and a buying/selling holiday scheme.
Pension scheme:	Campden BRI operates a pension scheme
Training:	Campden BRI is committed to ensure all staff receives appropriate training to support their job function and business needs.
Health:	Campden BRI operates a 'permanent health scheme' if you are unable to continue work for health reasons and a 'death in service' scheme.
Others:	Other benefits include subsidised restaurant/vending machine and parking on site.

Further Information

If further information is required, please visit our website www.campdenbri.co.uk