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| **Job Description** |
| Position | PR & Communications Executive |
| Department | Activation |
| Reporting to | Communications Manager |

**Summary**

At Right Formula, we create extraordinary activations and innovative campaigns with high impact that has helped deliver award winning work, loyal team members and long-term clients.

As we continue to consolidate our diverse range of capabilities, we are looking for a talented and dynamic PR and Communications Executive to work with several clients and to support the development of our own PR capabilities.

**Role overview**

This role requires a proactive and considered individual to work on the development and implementation of both client and Right Formula’s PR and Communications. The principal focus will be working directly appointed clients, so regular contact is a key part of the job, offering new and forward-thinking ideas is essential. A confident and assured attitude is a necessity as the role will include pitching to the clients.

**Objectives**

* Execute the execution of PR and Communications strategy as agreed with the relevant clients and for Right Formula
* Use knowledge and skills to deliver outstanding PR and Communications programmes through innovative thinking
* Support the retention and growth of the client accounts through PR and Communications planning and delivery

**Key Responsibilities**

* Support the delivery of the client’s PR and Communication objectives as they link to the overall partnership ambition
* Support the creation and execution of the PR and Communication strategies for your clients and for Right Formula
* Day-to-day liaison with clients at relevant levels
* Write media releases and create other press materials
* Support the writing and planning of digital content for Right Formula’s owned channels
* Deliver innovative and effective communication and PR strategies and campaigns
* Generate accurate analysis and media coverage reports and status notifications, including feedback, ROI and ROO reporting on the relevant activity
* Manage the delivery of projects to a specific schedule and within the agreed budget
* Develop and pitch fresh and innovative ideas to the client

**Skills and Experience Required**

* 12 months experience in public relations, either in-house or in an agency
* Knowledge and understanding of the principles to develop and deliver communication strategies
* The ability to write compelling copy is a must
* The capacity to multi-task, managing time, resources and budgets appropriately across multiple activites
* First class inter-personal skills, with the ability to develop relationships with media representatives
* A demonstrated understanding of the role sponsorship plays within the marketing mix
* A persuasive and confident approach to developing and delivering PR and Communications elements to partnership activation
* Strong attention to detail and excellent written and oral communication skills
* Enthusiasm, energy and an innovative approach to the role
* The willingness to note relevant trends, learn new skills and develop creative ideas
* Ability to work independently while delivering high quality work on deadline
* Be hungry for the innovative, without forgetting the practical
* Willingness to work flexible work hours, including weekends
* Excellent computer literacy across suite of Microsoft Office programmes