

## **JOB DESCRIPTION**

### **PR and Content Executive**

Location: Staveley (with some driving around the county)

Salary: Up to £24,000 pa depending on experience

Reporting to: Communications Manager

## **KEY RESPONSIBILITIES**

Responsibilities for this role are detailed below.

### **Destination PR**

To undertake destination PR activity to enhance the national and international profile of the Lake District, Cumbria, including:

- Managing incoming media enquiries and generating new PR opportunities
- Working with tourism business and journalists to generate and co-ordinate press visits
- Researching, drafting and distributing lively and engaging media releases
- Providing crisp, accurate copywriting and generating creative content for a range of online and printed channels

### **Commercial PR services**

To provide a dedicated 'bespoke PR service' for tourism businesses on a commercial fee basis, including:

- Managing client relationships
- Developing programmes of PR support for client businesses
- Proactively developing and distributing media communications for client businesses (one-to-one, online, press releases, social media channels, newsletters, interviews, fam. trips etc).
- Reactively managing incoming press requests and enquiries on behalf of businesses
- Identifying new business prospects and developing the commercial PR service in order to generate further income and sustain activity
- Database management, reporting and evaluation

### **Corporate Communications**

- Helping to manage corporate media enquiries
- Supporting membership services and assisting with membership comms where appropriate

## Specific minimum requirements for the job

### Essential

- At least two years' experience of working in a PR and communications role
- Excellent creative, written and oral communication skills with proven experience of developing social media and digital content
- Proven experience of dealing with the media
- Commercial acumen
- Computer literate
- Familiarity with Cumbria
- Full, clean driving licence and access to own vehicle

### Desirable

- Working knowledge of the travel and tourism sector
- Client management experience
- Relevant degree level/professional qualification (ideally a PR/media qualification or equivalent)
- Videography skills

## Competency profile

- Ability to prioritise and organise, work under pressure, and meet tight deadlines
- Ability to deal directly with businesses, partners and media contacts in a calm, diplomatic and efficient manner
- Ability to write accurate copy and develop media-friendly content to engage, inform and inspire target audiences
- Ability to research and present findings in a clear and confident manner
- Creativity, enthusiasm and a 'can do' attitude
- Sound judgement and problem-solving skills
- Attention to detail