

## PRESS AND PR MANAGER

Creative England and the Creative Industries Federation joined forces in 2020 and are now part of the Creative UK group. We are the network for the creative industries and we know that connection changes everything. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy to build prosperity and bring communities together. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

This is one of the most exciting press roles in the creative industries, offering the chance to join an exceptional team of people within an organisation driven by its mission. We are offering an experienced PR professional the opportunity to champion and represent the UK's world-leading creative industries, and to truly influence policy and social change. As Press and PR Manager, you will carry out varied media work, developing and delivering impactful PR campaigns. You will work closely with the wider communications and marketing team to leverage media opportunities to bring about policy and social change that benefits the creative industries, ensuring advocacy campaigns reach and influence the audiences they need to.

Our Press and PR Manager will be diligent in approach, comfortable with multi-tasking, and have a genuine passion for supporting the creative industries.

**LOCATION:** Central London or Bristol

**SALARY:** £30,000

**CONTRACT:** Full time 1-year fixed term renewable

**TO APPLY:** Email your CV, cover letter and/or 1-2 minute video link\* along with an example of your writing (such as a ghosted article or press release) to [recruitment@creativeindustriesfederation.com](mailto:recruitment@creativeindustriesfederation.com) by 11<sup>th</sup> January 2021. Interviews will take place by video conference w/c 25<sup>th</sup> January 2021, immediate appointment preferred. *\*video link optional*

### KEY RESPONSIBILITIES

Utilise your networks, experience and creativity to develop and deliver press and media campaigns to support our organisations advocacy work and other priorities

Act as a key point of contact for all media enquiries

Manage current relationships and build positive new relationships with key stakeholders, including members, trade organisations, politicians and a wide network of relevant journalists

On occasion, deputise for Head of Communications when they are not available to attend internal and external meetings

Support the strategic direction and planning of both campaign and corporate press activity

Research, write and distribute company press releases and, with Head of Communications, approve any external press releases that relate to Creative England and Creative Industries Federation

Write media statements, social media copy and ghosted thought leadership pieces, in collaboration with the policy team and other colleagues as appropriate

Work closely with the wider marketing and communications team to ensure that press and marketing activity are strategically aligned and complementary

Monitor the political and business landscape, assess the impact on the creative sector and respond accordingly

Work with the Head of Communications to identify new activities and avenues to increase and enhance our profile as an organisation and ensure our media-work is joined-up and collaborative

Manage our spokespeople database, ensuring that we are able to field a range of individuals from across the sector to comment on relevant issues

Maintain our media lists, ensuring they are comprehensive and up-to-date

Manage our press monitoring, delivering bi-weekly PR reports for internal and external stakeholders, as well as fuller, comprehensive campaign reports

Provide general support as required that may include:

- Cover for other members of the team when they are absent
- Support in times of peak workload including events
- Support for the Head of Communications where needed

### **Required Experience, Knowledge and Skills:**

- Demonstratable experience working in communications/PR
- A strong record of planning and delivering successful, creative press campaigns that generate a breadth of coverage
- A wide network of media contacts across politics, business and the creative sector
- Excellent copy writing ability, with experience writing impactful copy under strict time constraints
- Demonstrable social media literacy and activation skills
- Highly personable with the ability to engage with people at all levels
- An ability to prioritise under pressure, multi-task and successfully juggle many active projects and campaigns
- Strong attention to detail

### **Personal Qualities:**

- **Knowledgeable** – a good knowledge of the creative industries with good knowledge of key political issues, policy-making, business and civic issues
- **Skilled communicator** – the ability to communicate effectively and forge strong relationships with our key stakeholders
- **Positive, hard-working and enthusiastic** – outgoing, confident and keen to contribute to a productive team environment at a very fast and demanding pace.
- **Skilled problem solver** – finding creative ways to get things done and always looking for ways to improve.
- **Reliable** – with an ability to adapt to constantly developing circumstances and challenges and able to prioritise effectively.
- **Committed to equality and diversity**
- **Keen attention to detail and accuracy**- particularly when producing reports and providing statistical data

*This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing*

**BENEFITS:**

We ask a lot of our people, which is why we look after you in return. For more information on our people perks get in touch! Here are some of the benefits of working with us:

- Creative UK bring together and represents the full range of the UK's creative industries, from performing arts, music, fashion and film through to advertising, architecture, video games and much more.
- This role offers the opportunity to meet and network with some of the most senior and exciting leaders from our sector, as well as the chance to champion and make a genuine difference to our world-leading creative industries.
- A friendly and supportive people culture with flexible working and well-being initiatives

**ABOUT US****Creative Industries Federation**

The Creative Industries Federation is an independent, not for profit, membership organisation which represents, champions and supports the UK's creative industries. Through our wide network of creative organisations, businesses and individuals, our influential policy and advocacy work and our support services, we connect creative businesses and individuals with the money, markets, government and the opportunities they need to thrive. The Creative Industries Federation, with its sister company Creative England, is part of the non-profit group, Creative UK. [www.creativeindustriesfederation.com](http://www.creativeindustriesfederation.com)

**Creative England**

At Creative England, we believe that talent is everywhere, but opportunity is not. That's why we build programmes that create opportunities for talent to access the best support and reach the next stage in their creative entrepreneurial journey.

Creative England is working to build the right environment for the future of the creative industries by helping creative businesses raise their ambition, create jobs, grow turnover and build the confidence and networks they need to be truly innovative. We invest, connect, mentor, advocate and collaborate at all levels of the industry, from individuals and small independents to large internationals, creating the right conditions for success. Creative England, with its sister company the Creative Industries Federation, is part of the non-profit group, Creative UK. For further details please visit [www.creativeengland.co.uk](http://www.creativeengland.co.uk)

***Creative UK promote cultural diversity and equal opportunities for all***