**ROLE PROFILE**

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| **Role Title** | **Group PR and Communications Manager** | **Location** | **London** |
| **Business Unit** | **Commercial** | **Job Family** | **Channel Strategy and Planning** |
| **Reports to Role Title** | **B2B Marketing Communication Director** | **Sub Family** | **Channel Strategy and Planning** |

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| **Purpose** | | | |
| *Are you a passionate and ambitious PR Manager with an interest in drinks?*  *We’re looking for a focused and driven individual who wants to be part of a fast-paced marketing department for a leading national drinks company.*  *This position will sit within the B2B Marketing Communications team and you will have responsibility for delivering our key messages to the media and raising the profile of the B2B Route to Market (RTM) brands in the C&C Group portfolio, including Bibendum, Matthew Clark, Bibendum Off Trade, Bibendum Ireland, Walker & Wodehouse and Tennent’s Wholesale.*  *The right candidate will have strong relationships with key drinks writers and trade publications and will also be a creative individual with a flexible approach to problem-solving. The role will contribute to the goals and success of the B2B Marketing communications strategy and requires someone to have a proven ability to deliver results.* | | | |
| **CORE ACCOUNTABILITIES** | | | |
| * *Lead the RTM brands’ press office, maximising our coverage in key trade and consumer titles* * *Create and deliver the RTM brands PR plan, in line with the overall marketing communications strategy* * *Oversee each brand’s spokespeople strategy, working to raise the profile of our brands and increase share of voice* * *Write and distribute press releases and statements, and provide quotes and information for press features* * *Work closely with the wider B2B Marketing Communications team to ensure PR opportunities are aligned and optimised* * *Maximising PR potential of B2B events and hosting media at key tastings and events* * *Organise and attend press trips* * *Manage relationships with external PR agencies, including the C&C group’s PR agencies in the Uk and Ireland* * *Maintain the press quotes and press contacts databases* * *Manage company contact strategy with key press influencers* * *Manage the annual PR budget* | | | |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** | | | |
| **Internal:**   * *EXCO* * *Commercial Leadership Team* * *B2B Marketing Communication Director* * *Senior Sales Team* * *B2B Marketing Communication – Events, Content and Design* * *C&C Group PR* * *Market Insights* * *Buying and Wine Agency Marketing teams*   **External:**   * *PR agencies* * *Media contacts* * *Key On Trade customers* * *Key Off Trade customers* | | | |
| **KNOWLEDGE/ EXPERIENCE/ SKILLS** | | | |
| **ESSENTIAL:**   * *Substantial experience of working in media relations, ideally in the drinks sector.* * *Demonstrable experience of planning and delivering creative media and PR messages and campaigns that have a genuine influence and impact on understanding or behaviour.* * *Proficient in managing a busy press office with a knack for finding and selling a story.* * *Successful experience delivering PR plans, on-time, to-budget.* * *Excellent writing skills; able to write professionally for a range of audiences.* * *Strong track record in identifying appropriate media opportunities to promote campaigns and delivering quality communications.* * *Able to work quickly, against tight deadlines.* * *Passionate about the opportunities for reputation-building.* * *Skilled networker who can spot media opportunities and influence journalists and broadcasters to carry our stories.* * *Has evidence of building effective media contacts and can influence others to optimise our profile in the media.* * *Strategic understanding of the UK media landscape, trends and legislation.* * *Able to build and sustain internal and external relationships at a senior level.* | | | |
| **PROFESSIONAL QUALIFICATIONS & EDUCATION** | | | |
| **ESSENTIAL:**   * *Graduate or equivalent, ideally in a subject with a strong written component.*   **PREFERRED:**   * *Further education in marketing and/or digital communications.* * *WSET Level 2 or equivalent.* | | | |
| **TECHNICAL/ BEHAVIOURAL/ PERSONAL COMPETENCIES** | | | |
| * *Five years’ experience in PR (drinks industry an advantage)* * *Strong copywriter* * *Excellent networker* * *Strong Microsoft Office skills: Word, Excel, Powerpoint* * *Tenacious – able to see a project through and sell a story* * *Ambitious – keen to progress in his or her career* * *Self-motivated – able to work on own initiative and deliver results* * *Creative – able to devise innovative ways to engage the media and convey the Group’s key messages* * *Ability to work with various stakeholders to achieve one goal* * *Ability to meet deadlines and prioritise tasks* * *Good organisational and project management skills* * *Commercially aware, with clear understanding of how PR supports the company’s key business objectives* | | | |
| **BUSINESS SPECIFIC REQUIREMENTS (Optional Section)** | | | |
| **OPERATING ENVIRONMENT & CONTEXT:**  **TRAVEL & OTHER REQUIREMENTS**  The role requires some travel, primarily in the UK, on a periodic basis. The role also requires some work outside of normal working hours, to attend events. | | | |
| **ROLE DIMENSIONS** | | | |
| No of Direct Reports | 0 | Financial Impact (Direct) | £440K |
| Total Team Size | 19 | Financial Impact (Indirect) | NA |
| No of Locations | 1 | Other/ People Manager (yes/ no) | No |

Back Office Use only:

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| **Job Code** |  | **Reward Level** |  | **TW Grade** |  |
| **Salary Survey Ref** |  | **Career Level** |  | **Date Created** |  |
| **Salary Min** |  | **Salary Mid** |  | **Salary Max** |  |