



## Job description

**Job Title: PR executive**

### Reporting to:

Dee Twomey, Director

### Location:

Marketing Zone, Buntingford, Hertfordshire, occasionally attending meetings at client premises

### Responsibilities:

Duties will be varied, ranging from PR planning, copywriting, media relations, blogging and campaign monitoring.

### Primarily:

- Developing media relations campaigns and client proposals.
- Writing, editing and distributing news releases including selling in news stories, developing relationships with key media
- Researching, writing, editing and publishing blog posts and developing relationships with key bloggers
- Monitoring campaigns and reporting on progress of both media and blogger campaigns
- Taking a client requirements brief and ensuring clarity about what is required through intelligent questioning.
- Co-ordinating project work to achieve excellent quality standards and timescales, including liaison with client personnel where necessary, the Marketing Zone team and external suppliers.
- Proof-reading and quality-checking a wide range of materials
- Managing media and blogger contacts
- Liaison and provision of digital images, packaging and distribution of product samples
- Attend events as necessary, representing the company and clients, with the ability to take photos

### Hours:

9am – 5.30pm weekdays