

JOB DESCRIPTION – PR EXECUTIVE

PURPOSE OF THE JOB

- Generate awareness and raise the profile of the attraction to drive footfall via the use of targeted and effective PR and digital activity.

KEY ACCOUNTABILITIES

- Develop the PR and social media content strategy with the Marketing Manager in line with business and marketing objectives for the attraction.
- Create appropriate PR strategy with the attraction's Marketing Manager covering consumer and trade markets in line with objectives for the attraction.
- Assist with the implementation of planned and reactive PR activity including digital, regional and local PR campaign management, partnership activities, and events to improve the profile of the attraction and drive footfall.
- Daily PR activities including: writing press releases; setting up and managing photo calls; maintaining reports and cuttings files; evaluating coverage; maintaining press and media contact database; full press office functionality; monitoring Google alerts and identifying topical media opportunities.
- Work with the Marketing Manager and Group Digital Marketing Manager to plan and implement effective online PR activity to generate online engagement and web coverage, including updating of social media channels, regularly adding new content.
- Work with the Marketing Manager and Operations Team to plan and promote consumer events.
- Ensure that the brand values, key messages, and tone of voice for all attractions are maintained across all communications.
- Forge and maintain strong relationships with destination marketing organisations.
- Proactively research and implement PR, promotions and events concepts and activities.
- Evaluate PR activity against strategic and tactical objectives and report effectively, efficiently and in a timely fashion. Competently and accurately manage the PR administration
- Attend appropriate group-wide Marketing & PR activities, events, exhibitions and meet-the-media days (may include weekend/evening working).

- Cultivate relationships with key local and regional consumer media, influencers and national trade media.
- Attend appropriate group-wide marketing activities, events, exhibitions and media days (may include weekend/evening working).
- Undertake any other reasonable task as required by the Marketing Manager and General Manager.
- Work effectively within the Marketing, PR and Sales team to maintain strong communications around the Group.

This job description is not exhaustive and other duties or tasks may be required as specified from time to time in accordance with the job role

ATTRACTION/OFFICE SPECIFIC REQUIREMENTS

- Be responsible for running social media accounts and digital marketing activity with strategic direction from the Marketing Manager.
- Effectively develop and deliver creative content that engages audiences and raises the profile of the attractions
- Coordinate and develop a bank of assets including photography and video content