

JOB DESCRIPTION

Job title: PR Manager

Job family: Brand, Audiences and Digital

Job Family Definition

Roles within the **Marketing** function are responsible for developing and delivering the Eden Project's brand strategy to build brand profile, awareness and reputation, extending and diversifying audience reach and engagement, and maximising the delivery of commercial and cause related revenue streams.

Role Purpose

Eden Project is an educational charity delivering UK wide community outreach programmes that focus on positive action for people and planet and creating social capital on a mass scale.

Working into the Head of PR and Public Affairs and collaborating closely with the Senior PR Manager, wider Marketing Team and Eden's key stakeholders, the purpose of this role is to shape and deliver PR campaigns that reach and engage more people across all national and regional media channels. These campaigns must increase awareness, engagement and participation in Eden Project initiatives The Big Lunch and Nature: Connections and Recovery, inspiring people and communities to take positive action.

The post holder will be organised, creative and an exceptional communicator, able to accurately research, tailor, target and proactively develop compelling news worthy content that lands coverage across all national and regional media including television, radio, newspapers, magazines and online, also supporting socials.

Key Accountabilities

1.	Support PR campaigns by devising and producing stories and press materials that effectively communicate key messages and increase media reach across all media channels and supporting socials.
2.	Be proactive and reactive in a changing landscape. Create and identify news worthy opportunities including human-interest stories and report on live events.
3.	Produce materials that engage media including press releases, briefs, blogs, reports, case studies, capturing or commissioning quality photography and video, and sharing assets with marketing.

4.	Be responsible for driving media sell-in to UK national and regional media, tailoring content so that it is relevant, accurate and engaging for media and their audiences.
5.	Build and maintain our media network using multiple strategies ensuring strong relationships with key publications, journalists, influencers, broadcasters and media partners as well as any external PR or campaign agency engaged and be responsive to their requirements.
6.	Support and manage campaign activity, including planning and production of live media events. This includes researching locations, sourcing materials, identifying and coordinating case studies to be present, briefing spokespeople and media and managing press photo-calls.
7.	Develop, grow and maintain campaign and PR resources and records including case studies, participant and partner contact details, our photography and video archive, and records of our campaigns, tracking and archiving coverage.
8.	Seek new existing case studies, applying sensitivity to the use of any personal information compliant with GDPR.
9.	Provide ad-hoc support to PR colleagues delivering media activity at the Eden Project in Cornwall and Eden Project Morecambe at key moments in the year – ranging from writing press releases, to attending events and monitoring media coverage.

Demands of the role

Education & qualifications

Educated to Foundation Degree level or above in PR, Journalism or Media or relevant discipline with excellent written communication skills. Foundation Award in PR desirable. Experience essential. Knowledge in Agility, Onclusive and other media services preferable.

Knowledge & skills

The post holder will be an accomplished manager with several years' media experience either in journalism, PR or campaigning. Dynamic, strategic and highly-organised with knowledge and interest in news and what makes it. Experience in behaviour change campaigns and influencing an advantage. Able to build target media lists, develop network and maintain relationships with journalists, influencers and broadcasters. Strong social media and multi-media skills desirable along with excellent interpersonal skills to support events, funders, celebrities, VIPs and the team.

Decision-making	This role requires strategic, agile and creative thinking. The post holder will make decisions to navigate both short and long-term objectives to deliver impact. Reporting to the Senior PR Manager the post holder will be proactive in generating opportunities and autonomous in managing workload.
Resourcefulness	A self-starter with mental dexterity and agile thinking to maximize opportunities, planning and problem solving against a shifting backdrop. Stamina, pace and tenacity with confidence and a can-do attitude, proactive and reactive, they will be able to identify opportunities, recognise strong and engaging stories to pitch and secure media coverage.
People & asset management	Able to manage and coordinate case studies, photographers, agency staff, celebrities and senior staff at events, activities and PR launches. May be required to supervise volunteers though no direct line management required. Responsible for small budgets for media shoots and events and for recommending spend on photography etc. Responsibility for assets including sensitive personal data relating to case studies and GDPR compliance.
Communication & visitor experience	Exceptional written, communications and research skills required and the post holder will use an extensive range of communication and interpersonal skills in their work. Required to manage, and deliver communications through a wide variety of channels and mediums and to interpret and present information to people at all levels within and outside of the organisation. Builds our media relations network and ability to adapt method and approach to engage different audiences using a variety of methods, and employing sensitivity around personal stories and data from case studies.
Operational environment	The role is flexible to enable home working as required as part of a hardworking, fun and passionate UK wide team, with an office location at the Eden Project in Cornwall. This role may require working outside of usual hours, weekend and evening work and some UK based travel.
Additional features	Enthusiastic, with a positive can-do attitude, self-motivated, able to work independently and collaboratively and highly driven to land media. Sensitivity with an interest in social impact, communications and the community sector essential. Driving license desirable.