



## PR & COMMUNICATIONS MANAGER

Are you a creative and experienced PR and Communications professional? An exciting opportunity has arisen to join our marketing team and help to publicise British Airways i360 as one of the UK's leading visitor attractions.

The PR & Communications Manager is responsible for creating and delivering the PR strategy and leading our communications externally and internally to ensure we achieve our commercial objectives.

You will excel at building excellent relationships with the media and bloggers locally, nationally and internationally across news, travel and trade media. This role is a varied blend of strategic, creative and hands-on PR activity. A typical week might include creating a new PR campaign and plan, undertaking a press interview, talking to customers via social media, writing an e-newsletter and blogging.

The position reports to the Head of Marketing & Trade Sales. The ideal candidate will have a background in travel / venue PR and will thrive working in a fast-paced organisation.

### Job Description

- **Strategy** – create and deliver a cohesive PR and communications strategy for each of our target markets derived from the overall marketing strategy.
- **Media** - build effective relationships with the media (print, TV, radio and bloggers/vloggers) locally, nationally and internationally across news, travel and trade media to ensure BA i360 receives regular coverage.
- **Content** - write press releases; organise and lead photographers and filming partners; in order to provide stories and content for the media.
- **Spokesperson** - Act as a media spokesperson and host visits from journalists and stakeholders.
- **PR Events** - Deliver creative PR events to domestic and international markets within budget.
- **Crisis PR** - Ensure we have crisis PR plans in place, activate those and take the lead in managing in any negative stories that may arise in the future.
- **Social Media** – Working with our Marketing Manager, create engaging social media campaigns that reflect our brand values and increase our fan base and engagement levels - ultimately to drive ticket sales for BA i360. To develop our social media for our audience to be 'in the know' and find out what is happening – events, special offers, when tickets go on sale, latest news etc. To ensure that our social media communication is inspiring and talks regularly and positively about BA i360 and our partners.



- **Copywriting** - copywrite across all platforms as needed, including the website, newsletters, blog, SEO content for content marketing strategy, leaflets and other marketing materials.
- **Customer Communications** - support the Guest Experience team with customer communications received via social media, email, telephone and Trip Advisor.
- **Awards** - enter the attraction into relevant awards by writing and submitting the entries and hosting visits from judges.
- **Reporting** - ensure effective measures are in place to report on the success of all PR activities and produce a monthly board report.
- **Community** - To build excellent relationships with the local community; in particular with our neighbours who live or work near BA i360, as well as schools and charities.
- **Stakeholders** - To manage the relationship with your PR counterparts at partners such as Brighton & Hove City Council, British Airways, Visit Brighton, Visit Britain, Tourism South East and our commercial partners.
- **Internal Communications** - To manage internal communications to our staff. To deliver regular communications training to new starters.

This list is not exhaustive, additional responsibilities may evolve over time. A flexible and willing attitude is vital.

### **Required skills, experience and personal qualities**

- You will have a minimum of three years PR & Communications experience, preferably gained in the travel or leisure sector.
- You will be highly creative, imaginative, organised, strategic and analytical with a demonstrable track record of delivering engaging and effective PR campaigns.
- You must be commercially astute, and comfortable working to delivery of KPIs.
- Ideally you will have a PR or journalism qualification from CIPR, CAM and / or NCTJ. You are likely to be educated to degree level in an essay writing subject, PR or media studies and must have been educated to a minimum of A-Levels or the equivalent.
- You will have excellent interpersonal skills, able to form positive relationships with a wide variety of people.
- You will be media trained and be confident in talking to the media including live broadcast and crisis management.
- You must have excellent English, both written and spoken. You must have good (and rapid) writing skills, able to write press releases, newsletters, social media posts, blogs, responses to customer queries and complaints.
- You will be organised, have good attention to detail and must have good PC skills.
- Experience in using Word Press, Pure 360 / Mail Chimp and/ or Sprout Social will be an advantage.



- You will be positive and enthusiastic about BA i360 and be able to 'sell' the benefits to stakeholders, the media and public.
- You must be a self-starter who is able to work without direct day-to-day supervision, but equally you must be a team player able to work effectively with colleagues in BA i360 and broader project team.
- You must have experience of dealing with the general public, handling customer relations and public speaking.

### **Job location and hours**

The role will be based in our offices on Brighton beach (Kings Road, Brighton BN1 2LN).

The role dictates that hours will vary and will require some flexibility. You will mainly work normal office hours 9:00 – 17:30, but you will sometimes be required to monitor and respond to social media accounts and media enquiries during the evenings and weekends. You will also be expected to attend some networking and community events during evenings and the occasional weekends, as well as to support the sales team at exhibitions.

We are flexible and will consider applicants looking for a full-time or part-time role, for a minimum of 4 days per week.

### **Salary and benefits**

The salary is between £30,000 to £33,000 pro-rata depending on experience plus a competitive benefits package.

### **How to apply**

Please send your CV and covering note explaining why you would like this job, and why you are the right person for the job, via email to [jobs@britishairwaysi360.com](mailto:jobs@britishairwaysi360.com) by Friday 14<sup>th</sup> June 2019.

First interviews will be held week commencing 17<sup>th</sup> June. Final interviews and assessments will take place at our office in Brighton during the week commencing 24<sup>th</sup> June.

Please confirm what dates you are available for an interview and the date you are available to start work in your cover letter. Please also indicate your preferred working pattern.