

Here.

Here Design
PR & Marketing Manager

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Who We Are

Here is a company of thinkers, writers, designers and makers that work together to create beautiful and useful things. Our studio is a busy, dynamic environment where creative solutions and strategic thinking are the guiding principles that underpin everything we do.

The Role

The purpose of the communications function at Here is to hunt out and tell the most compelling and creative stories about the work, the studio, its people, its culture and its events and initiatives. We are looking for an experienced PR & Marketing Manager to join our multi-disciplinary team on a full-time, fixed term (6 month) maternity cover.

This role demands the individual helps to shape and implement the communications strategy for the studio, as well as being responsible for all day to day PR newsflow, outreach and management. You will help identify the strongest and most engaging stories about Here's work, clients, people, events and culture.

You will play a critical role in enhancing and protecting the reputation of the studio. You will also help focus on Here's strengths in key areas including branding & design, consumer electronics, retail (mainstream), luxury, lifestyle and creativity & craft, making the best use of our spokespeople and our clients, and coming up with innovative ideas for comments, insights, features and opinion, to build their profile in front of key stakeholders and press.

This role will also input into the overarching content strategy for the agency and will help provide content and ideas for Here's social channels. You'll work closely with the studio partners and provide updates to them on a monthly basis.

Who You Are

You are an experienced and creative comms professional with a track record of developing and delivering communications strategies to achieve results. You will be able to think on your feet, be instinctive and enjoy the cut and thrust of media relations, to advise on how to create the best coverage of Here's work and people.

You will be a thinker and a doer who can handle complexity and is highly organised with experience of working with creative people and / or businesses and an ability to manage several projects in tandem. You will have a clear understanding of what makes creative work compelling and interesting to external audiences and stakeholders and be able to come up with strategies to ensure the work gets the spotlight it deserves. You will be confident managing multiple stakeholders, be very action-oriented, organised and good on detail.

You will be an excellent writer and communicator, with an interest in the creative industries and a desire to keep on top of emerging trends and news that affects culture and creativity in Britain.

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Key responsibilities

- Develop communication strategies to build reputation and fame amongst chosen target audiences.
- Help communicate Here's distinctive narrative Beativity philosophy to press.
- Lead all media relations, pitching features, profile and opinion pieces.
- Build and nurture relationships with target journalists (design editors, creative & branding press).
- Write press releases, reactive statements and Q&As.
- Proactively source opportunities for the partners to comment on topics and issues relevant to Here's business / clients business.
- Identify and secure speaker opportunities and panel opportunities.
- Help amplify comms efforts on social media, internal channels, and feed into content calendar.

Essential expertise

- Self-starter and proactive, happy working independently and taking the lead on assigned projects.
- Confident writer, suggest and write engaging stories about Here's work, craft, people, and culture.
- Demonstrable experience of delivering communication and marketing campaigns to internal and external audiences.
- Proven ability to build relationships of trust with journalists and senior stakeholders, extensive knowledge of the media and ability to manage issues as they arise.
- Engaging, positive, enthusiastic, good at building relationships.
- Self-aware, comfortable bringing personality to work, challenges when appropriate, happy taking feedback, works well with others and leads by example.
- Ideally, experience working with a communications agency or in-house, even better within a creative business, but we welcome applications from different professional backgrounds.
- Ability to think on your feet, work in an agile manner and adapt to changing requests.

Details

We have a beautiful studio and fantastic studio culture, as well as the following functional benefits:

- Core hours Mon-Thurs 9.30am to 6:00pm, Fri 9:30am to 1:30pm
- Bi-weekly free Friday Lunches
- £100 gift on your birthday
- Free weekly Yoga
- Extensive programme of cultural events incl. exhibition visits
- Summer, Thanksgiving and Christmas parties
- Vitality healthcare – incl. incentives free cinema tickets and 50% off a pair of sports shoes
- Free and anonymous access to therapy sessions with Self Space
- Cycle to work scheme and secure bike storage
- Season ticket loan
- Flexible working
- Studio closed between Christmas and New Years
- Long service leave (additional 5 days after 5 years' service)

How To Apply

Say hi and let us know why you would like to work Here, along with a copy of your CV to recruitment@heredesign.co.uk with reference PR & Marketing Manager in your email subject.