

## **Press Relations Manager**

Fretté Rogerson PR is looking for an experienced PR manager to join the communications agency based in London. The person applying must have English as their mother tongue and a minimum of professional French as a second language. Further languages would be highly regarded.

We are looking for someone with at least 3 years experience of working in PR and preferably in the field of sports events and sponsorship.

This is a multi-faceted role that will suit someone who enjoys working in all areas of PR and how has a passion for sports and working across multiple aspects of communications with an international team of press relations executives and consultants.

The person will be required to work across international events, be available to travel and work on projects together with with our agencies in France and Spain.

The post holder will work with the Directors to shape the strategic direction of Fretté Rogerson PR and its clients.

## **Job Description**

Key responsibilities:

- Manage and oversee client deliverables across key client sponsorship and general media projects including communications, PR, digital and social media activation.
- Development of innovative communications strategy, planning and implementation in line with project objectives and targets to meet stakeholder deliverables
- Social media strategy and implementation to increase visibility and engagement
- Oversee planning and delivery of all media and press relations assets including digital (websites, social media platforms, email) and traditional (magazines, flyers, posters, media guides) in conjunction with the client.
- Skills in creative thinking and finding good angles for pitching stories to the press.
- Translation and writing of press releases, press packs, invitations and all media assets.
- To work to client deliverables and manage all aspects of project implementation.
- To oversee the reporting and analysis ensuring relevant tools are in place for the client
- Budget management and cost-effective planning.
- Creation of content as needed, ensure messaging is in line with the client tone of voice and have creative ideas to raise client profile and increase media coverage.
- Event attendance on an ad-hoc basis
- Managing and updating all external corporate communications channels (eg company social media platforms and website) to ensure that the copy reflects company values



### **Personal Specification**

- UK or EU national
- Driving Licence holder
- Speaks, reads and writes French (must be native English speaker) and preferably has further language skills
- An experienced professional with demonstrable experience working in a press relations role in communication or related field.
- Educated to degree level or equivalent, preferably with a relevant professional qualification.
- Experience of broad communication activities.
- passion for sport and ideally experience working in a sports environment.
- A good communicator with the ability to lead, inspire and motivate a team.
- The ability to communicate and work with a variety of different stakeholders – internal and external.
- Exceptional oral and written communication skills.
- Ability to build and maintain positive working relationships with colleagues, the media and other stakeholders.
- Able to prioritise your own and others work loads, work under pressure and meet deadlines.

### **Salary**

Will depend on experience and skill.

### **How to Apply**

Please send a covering letter and CV to [sabina@fretterogerson.com](mailto:sabina@fretterogerson.com)

