

Job Title: **PR and Social Media Manager**

Position Reports to: **Chief Marketing Officer**



**UNLIMITED
GROUP**

Background

Recently referred to by a journalist as the industry's best kept secret, we are a multi-disciplinary agency group. The core agencies that make-up the group are; Fever Unlimited (PR, Influencer and Social), TMW Unlimited (Customer Engagement), Prophecy Unlimited (CRM and Acquisition), Health Unlimited, Nelson Bostock Unlimited (B2B), Walnut (Data and Analytics), Realise Unlimited (Data & Analytics) and Splendid (Digital Transformation) www.unlimitedgroup.com

Overview

This role is as much about attitude as it is experience and expertise. We work in a fun but fast paced environment, with no two days the same.

If you are a 'go getter', have loads of initiative, are curious and hungry to push on in your career, then the Unlimited group is the place for you. You will ideally have had 2-3 years of agency experience in PR and Social Media, being part of a team as well as proven success in working into senior talent.

You will need to be super organised with an acute attention to detail and the ability to drive interesting stories across PR and the agency's owned channels. Strong creative writing credentials and a passion for storytelling is essential.

You will be someone who has produced high quality content across publications and social channels, with an understanding of what people want to read! You will also be open to networking with journalists, developing your own areas of responsibility & be up for getting stuck in across the various agencies PR, Marketing & New Business opportunities alongside the team as they arise.

Key Responsibilities and Accountabilities

Day to Day Management

- Lead day-to-day PR activities across the group
- Forge strong journalist and media relationships (existing trade relationships mandatory across key titles PR Week, The Drum, Campaign, Marketing week. References will be sought at stage two of the process)
- Proactively identify storylines for media outside of trade (business press, nationals etc)
- Lead the social media output across the group's channels
- Have the ability to manage a team of up to two people across PR & Marketing (social media/owned channels) and be accountable for their growth and development within the company (in case this is required as the team grows)
- Develop & implement processes to successfully establish the growing PR & Social department to ensure it is organised and efficient
- Write all content to fulfil the responsibilities of the role

PR and Marketing responsibilities

- Develop and implement a yearly PR and Social Media strategy for the Group (this includes a CEO and Senior management profile plan)
- In partnership with the marketing team, develop a content plan that lives across various channels and can be used as a new business prospecting tool
- Oversee events both internally and externally alongside the group marketing team
- Write all press releases and have an ability to know what kind of storylines will make a strong headline (trade / nationals/ verticals)
- Establish & own relationships with trade media and intermediaries and have gravitas within the industry
- Attendance of industry events and meetings – passion for networking essential
- Support writing RFIs where applicable (both central and via group)
- Work with the individual agency teams to deliver a broad cross-section of PR opportunities
- Represent the CMO in meetings where appropriate
- Support new business and marketing with developing collateral, in line with PR and Social Media Strategy
- Be responsible for sign off of the weekly internal newsletter
- Support with the management process around creating our monthly thought leadership pieces
- Contribute ideas and initiatives to development of Unlimited offer

Candidate requirements

- Enthusiasm and ability to 'go the extra mile' and a strong team player
- Proven ability to understand how to create headlines outside of trade press
- Strong journalist contacts across the board essential
- 'Can do attitude' and have experience in supporting a larger team
- Ability to forge strong relationships across many differing hierarchies
- At least 2.5 years agency PR experience
- Proven ability at creating content and driving engagement across social
- Deep understanding of social, how it can benefit a company and how best to raise a company's profile using it
- Experience working closely with C-suite executives
- Proven ability to develop and execute a social media plan and meet KPIs
- Should have an exceptional eye for detail
- Strong creative writing credentials

If you would like to apply for this job then please send your CV together with a cover note to grouphire@unlimitedgroup.com.