



Inception Group

Public Relations Manager

Status: Full Time contract | Pay: On application | Location: Victoria, London
2/3 years office experience required

Responsibilities:

- Assisting and reporting to Group Marketing Manager
- Overall responsibility for campaign management delivery and achieving coverage targets, especially key accounts as outlined by Group Marketing Manager/campaign strategy, across online, short lead, print, newspapers, magazines and local media
- Work with the marketing team and venue management to brainstorm fresh ideas for PR campaigns, focusing on those with the ability to go viral on social media
- Management of individual venue, brand and group PR strategies
- Press release writing and copy writing (newsletters, website copy etc.)
- Established media relationships in lifestyle, food, drink and travel
- Build relationships with new journalists and industry contacts
- Manage a pro-active and re-active press office
- Experience in restaurant/bar/club/brand launch campaigns
- Knowledge of digital marketing and social media, supporting strategies for both and working in tandem with those teams
- Identify suitable brands to collaborate with and partner with, then manage relationship
- Handle all crisis management for the group
- Work with other PR companies and individuals retained within the group, liaising on strategy and managing relationships
- Attend monthly marketing meetings to discuss strategy and present results
- Monitor media coverage and circulate report coverage results to the wider team
- Marketing experience (preferred but not essential)
- Represent Inception Group at all external events and networking opportunities in a presentable and well-behaved manner

Skills and attributes:

- Established, strong contacts within press organisations, in particular the food and drink sector
- Excellent written and spoken English
- Advanced copywriting skills, proofreading and producing engaging copy
- Skilled in presenting internally and also externally in engaging way to journalists.
- Team player working with other departments within the group
- Professional and responsible telephone manner
- Proficient timekeeping and ability to work in a calm manner to tight deadlines
- Uncompromising attention to detail