



PR ASSISTANT

Status: Full-time contract

Pay: Competitive depending on experience | Location: Victoria, London

MINIMUM 6 MONTHS OFFICE EXPERIENCE

Who are Inception Group?

Inception Group are London's leading immersive hospitality group. Founded in 2009 by entrepreneurs Charlie Gilkes and Duncan Stirling, the company operates a group of bar, restaurant and club concepts in South West and Central London.

All our venues are unique, well-reviewed destinations. Our core brands are Mr Fogg's, Barts, Cahoots, Bunga Bunga, BungaTINI and Maggie's. There are currently 12 locations, with more launching this year.

Company Values

- DO THE BEST, FIRST
We innovate, we excel and we do things differently
- EVERYONE MATTERS
Treat other people how you want to be treated
- HOSPITALITY, NOT SERVICE
Putting customer experience first

Roles & Key Responsibilities

- Assisting the PR Manager with delivering the various brands' PR strategy
- Producing high impact press coverage that raises awareness of the brands and offerings amongst their target audiences
- Supporting the development and implementation of a programme of proactive PR campaigns across our various venues
- Managing reactive media requests, writing press releases and pitching stories to influential media
- Build and maintain relationships with key journalists and influencers for our brands
- Provide regular reporting and evaluation of coverage across all media channels
- Work with the marketing team to identify key opportunities by site to support brand awareness
- Researching and developing awareness of key trends and opportunities within the industry
- Attend and host media events as required
- Ensure the company coverage and KPI tracker is maintained
- Collate and distribute post campaign reports and summaries to key stakeholders
- Ensure master media and influencer lists remain fully up to date
- Own the day to day running of the press office, tracking and chasing coverage, and ensuring achieved coverage is shared with the teams on-site

Requirements

- Six months to one year public relations experience, ideally agency-side
- Demonstrated ability to secure and generate press coverage
- Experience working across different brands at the same time
- Have excellent copy writing skills
- Independent, resourceful worker who is able to occasionally own projects
- Creative mindset
- A confident communicator
- Proactive and eager to learn, with a can-do attitude and the ability to prioritise and multi-task
- A team player who is able to build relationships with the other head office employees and on-site teams
- Passionate about food and drink and a keen interest in the London food scene is desirable

How to apply

Email a copy of your CV and covering letter to the PR Manager at annie@inception-group.com .