



## PR Manager

Pay: Depending on experience (£38-£42k)

Hours: 45 hours a week

Location: London

Status: Hybrid working Role

MINIMUM 4 YEARS EXPERIENCE

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## 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 Southwest and Central London.

Our venues are all unique, well-reviewed destinations. Our core brands are Mr Fogg's, Barts, Cahoots, Bunga Bunga, London Gin Club and Maggie's. There are currently 13 locations with more launching this year.

## Company values

- DO THE BEST, DO IT FIRST  
We innovate, we excel and we do things differently
- PEOPLE ARE CENTRAL TO EVERYTHING WE DO  
Treat other people how you want to be treated

- HOSPITALITY NOT SERVICE  
Putting the customer experience first

## Roles & Responsibilities

The key responsibilities of the PR Manager will include:

- Day-to-day maintenance of the in-house press office, and reporting to the Head of Digital and Co-Founder with the development and implementation of a programme of proactive PR campaigns across various different brands and venues
- Building and maintaining relationships with target media and influencers (we would expect them to host at least 2 x journalists or influencers in one of our venues every week)
- Hosting regular influencer events and inviting influencers to visit sites in their own time
- Pitching in brand stories to the media to generate high impact coverage across a variety of target media (print, online, broadcast, social media)
- Managing incoming media, influencer and partnership enquiries
- Researching and identifying trends within the hospitality industry
- Coming up with creative ideas to generate media coverage
- Writing and distributing press releases, event invitations and persuasive pitches
- Providing regular reporting and evaluation of coverage across all media channels
- Attending and hosting media events as required
- Ensuring the press office coverage and KPI trackers are up to date and maintained
- Collating and distributing post campaign roundups to key stakeholders
- Ensuring master media and influencer lists remain fully up to date
- Liaising with an outside PR agency to solve problems and come up with solutions
- Working with the marketing team to identify key opportunities by site to support brand awareness
- Supporting with Internal communication requirements
- Keeping online presence of venues up to date

## Requirements

- At least 4 years of public relations experience
- Strong organisational skills, with the ability to prioritise and multi-task
- Knowledge across traditional and influencer PR and contacts within lifestyle and F&B PR to drive results
- A self-starter that doesn't need constant direction
- Experience working across different brands at the same time
- Excellent writing skills and attention to detail
- Comfortable working alongside an outside PR agency to accomplish common goals and manage workload, communication, and output.
- Proactive and eager to learn, with a can-do and confident attitude
- Passionate about food and drink and a keen interest in the London going out scene is desirable

## How to apply

Email [charlie@inception-group.com](mailto:charlie@inception-group.com) with your CV and covering letter.