

**Job Title:** PR & Social Media Executive  
**Department:** Sales & Marketing  
**Based:** London  
**Reporting to:** Head of PR & Marketing

## REMUNERATION

Agreed as per contract of employment.

Bonus & pension contribution scheme as outlined in your contract of employment.

## PURPOSE

To support the busy PR team with the creation and delivery of PR and social media projects across **drp's** multiple divisions and delivery capabilities, and for clients.

## PRINCIPLE DUTIES

- Supporting the head of PR & marketing in the execution of PR Strategies.
- Assume responsibilities for the promotion of specific **drp** divisions.
- Assist in the writing and creation of press releases and other promotional content.
- Collating collateral for case studies and releases including images & quotes.
- Supporting the addition of these materials to the company website.
- Building relationships with key industry press contacts through the attending of networking events.
- Assisting with management of the group's press database.
- Supporting the PR, marketing and sales teams in the CRM process.
- Enjoy heavy involvement with and take ownership of our social media channels.
- Using the group's reporting tools to collate data for reporting.
- Attending industry events with other members of the team as required, at times on your own.
- Identifying new opportunities for networking or promotional events for the business.
- Assisting the team with the management and execution of events sponsored by **drp**.
- Travel between the agency's London, Midlands and Leeds offices, as well as the wider UK, Europe and internationally will be required to fulfil **drp's** commitments.

*This list is not exhaustive and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.*

## EXPERIENCE

- We're looking for an experienced PR professional, use to managing accounts and delivering B2B PR and social.

- University degree in marketing, PR, communications or other transferable discipline (English, Journalism etc.) preferable but not mandatory.
- Some experience in a Marketing or PR environment is ideal.

## SKILLS

- Excellent written English is vital to the role.
- Must be proficient in the use of Microsoft office, particularly Word, Excel & PowerPoint.
- Familiarity with Mac OS and Keynote is desirable but not essential.
- Be able to work under pressure and meet deadlines.
- Excellent attention to detail.
- Be able to manage multiple projects simultaneously prioritising by deadline.
- Self-starter with ability to take the initiative in a busy working environment.
- Be able to communicate effectively both verbally and in writing.
- Willing to work outside normal office hours when required.
- A good understanding of social media is highly desirable.

## CHARACTERISTICS

- A positive attitude towards all tasks.
- Organised with a true desire and eye for detail.
- Quick to understand a brief and what it needs to achieve.
- Focused on consistently providing high service levels.
- Positive attitude towards challenging situations and multi-tasking.
- Excellent time management skills.
- Self-motivated with the ability to work individually and as part of a wider team.
- Willingness to learn new skills and develop existing ones.
- Must be committed to making 'anything possible' with a 'can do' attitude.

## OTHER REQUIREMENTS

- Able to travel throughout the UK and overseas
- Driving licence

## DATA SECURITY

At all times, you must work within the guidelines set out in the **drp** Information Security Policy and your Employee Confidentiality Agreement. Failure to do so will be deemed as gross misconduct.

## FURTHER NOTES

The role will be based primarily in our Covent Garden London office. There will be times when this role

will require you to work from the company's other offices. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.

At all times, you must work within the guidelines set out in **drp's** Health & Safety Policy and Employee Manual.

## THE COMPANY

Established in 1980, we're one of Europe's most experienced and largest, fully integrated, award winning communications agencies. From the strategic communication consultancy, to our complete in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span a wide range of markets.

*drp is an equal opportunities employer.*