# Role Purpose

This is a rare opportunity to become a key player in a small and busy Public Relations team. Key responsibilities of the PR Assistant, UK and Europe include coordinating and carrying out press office activity resulting in impactful media coverage for the Sandals Resorts and Beaches Resorts brands; managing the European PR agencies alongside the Head of PR and the PR Manager; reporting on and analysing results and completing administrative tasks to ensure the successful running of the department. The PR Assistant, UK and Europe is a highly organised and confident PR professional who is eager to learn and uses their own initiative to generate tangible results. An interest in the travel industry, a keen interest in the UK news agenda and a willingness to travel overseas for work is essential.

Reporting to PR Manager, UK and Europe

Managing:No direct reports

# Key accountabilities and responsibilities

**Press Office:**

* + - * Responding to media requests quickly and accurately
			* Proactively seeking out new opportunities for positive exposure for the Sandals and Beaches Resorts brands and Unique Caribbean Holidays Ltd. (UCHL) in consumer and trade media
			* Securing positive editorial coverage in the travel pages and beyond
			* Pitching story ideas to media contacts on the phone and via email, selling in and following up where appropriate to ensure maximum results
			* Monitoring trade forward features lists and pitching ideas
			* Creating and managing press office calendars/plans to ensure regular flow of information for media, capitalising on the news agenda and key dates/events where possible
			* Sharing the latest news and product updates with key media contacts and travel partners
			* Writing and updating press materials including fact sheets, boiler plates, copy and quotes
			* Attending meetings, networking events and award ceremonies, building up a ‘little black book’ of contacts including journalists, agents, celebrities, influencers, airline/tourist board/tour operator PRs
			* Liaising regularly with key journalists from trade and consumer media outlets to ensure the brands remain front of mind
			* Acting as an ambassador for the brands, keeping up to date with the latest product developments and news, and promoting them whenever possible
			* Organising and hosting press trips with assistance from the PR Manager from start to finish
			* Securing and coordinating competition, promotion, and brand partnership opportunities
			* Securing and organising broadcast shoots and photoshoots with celebrities, influencers, and production companies
			* Playing a key role in event preparation and organisation, drafting briefing notes and media profiles for key stakeholders
			* Coordinating and writing award entries for the business
			* Drafting and amending contractual agreements with celebrities, influencers, and other partners, ensuring compliance with GDPR regulations
			* Working with online marketing to compile and managing the social media strategy for campaigns and identifying suitable brands and individuals to work with
			* Assisting the PR Manager and Head of PR with campaign planning and the development of the annual PR plans, in line with objectives and brand values
			* Assisting the PR Manager and Head of PR managing budgets and taking some responsibility for ensuring that PR plans/campaigns are delivered on time and on budget
			* Assisting the PR Manager and Head of PR with monitoring media coverage and social media channels during a crisis, logging negative coverage

**Administration:**

* + - * Logging, monitoring, and evaluating daily coverage
			* Weekly and monthly reporting including compiling and coordinating coverage highlight presentations on behalf of the UK and European markets
			* Sharing information and news updates with the UK and European teams when relevant
			* Playing a key role in bi-weekly calls with the European PR teams, alongside the PR Manager
			* Evaluating opportunities and campaigns for the European market and managing the day-to-day output of the teams alongside the PR Manager
			* Work with the PR Manager and Head of PR to develop strategy, specific campaign plans and annual PR plans for the UK and Europe, in line with objectives and company values
			* Logging monthly invoices for the European markets, tracking spends against the allocated budget
			* Regularly updating media lists and stakeholder contact databases, building new media lists for specific campaigns when needed

# Personal attributes:

* + - * Positive, ‘can do’ attitude
			* Hard-working, pro-active, and self-motivated
			* Confident and happy to attend networking events
			* Good time management and organisational skills with the ability to multitask
			* Results-driven with an ability to generating coverage in high reaching media titles
			* Regularly goes above and beyond what is expected
			* Creative
			* Adaptable
			* Has a willingness to learn and takes onboard feedback

# Key skills and knowledge required:

* + - * Strong written and verbal communication skills
			* Excellent understanding of the traditional and digital media landscape in the UK
			* Willing and able to travel overseas
			* Keen interest in news and current affairs
			* Ability to establish strong relationships with staff, media, and stakeholders
			* Competent with Microsoft Office including Word, PowerPoint and Excel, and media monitoring/database tools e.g., Cision, Roxhill
			* Minimum of one year of experience in PR (via an entry level position inhouse or in a PR agency or via a work placement)
			* Travel industry experience is a bonus
			* Languages are a bonus – particularl Italian, or German

Employee’s name: ­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee's signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_