

Role Profile

PR MANAGER

Reporting to:	Head of Marketing & Product
Location:	Jersey
Contract:	Full Time Permanent
Residence qualification:	Must be Entitled or Entitled for Work
Management responsibilities:	Third party PR agencies

About the Role:

Visit Jersey is the strategic body for inbound tourism, responsible for marketing Jersey to grow the visitor economy. Our mission is to promote tourism to and within Jersey in an innovative, economic and efficient way, delivering on our vision of a vibrant sustainable tourism industry.

The PR Manager role is to develop and implement Visit Jersey's PR and media activity, building our consumer and stakeholder reputation and ensuring effective media coverage to support the growth in Jersey's visitor economy, igniting pride and passion for Jersey by reminding ourselves and the world just how special Jersey is as a place to reconnect and revitalise.

A key focus will be to ensure that PR drives destination awareness and interest through consumer and trade PR in our key source markets (UK, France and Germany) and optimises every communication opportunity to amplify this ambition.

As PR Manager you will draft and oversee the creation of media releases and content through all communications channels, forge relationships with journalists and key influencers and manage the response to 'crisis' situations. You will also work with Visit Jersey's PR agencies in our markets to ensure standout and great creative ideas aligning with Marketing and Product campaigns to ensure effective consumer PR.

Key Responsibilities:

1. Handling all aspects of planned publicity campaigns and PR activities.
2. Planning publicity strategies and campaigns.
3. Writing and producing presentations and press releases.
4. Dealing with enquiries from the public, the press, and related organisations.
5. Press trip itinerary planning and management and stakeholder liaison.
6. Organising and attending promotional events such as press conferences, open days, exhibitions, tours and visits.

7. Speaking publicly at interviews, press conferences and presentations.
8. Providing information about new promotional opportunities and current PR campaign progress.
9. Assessing opportunities for sponsorships and other partnerships in Jersey and manage relations.
10. Analysing media coverage.
11. Liaising with marketing, product and trade teams to ensure consistency in promoting corporate image.
12. Working with Insights Manager to commission or undertaking relevant market research.
13. Liaising with clients, managerial and journalistic staff about budgets, timescales and objective.
14. Other, more general, marketing responsibilities as required from time to time including working on websites and social media and writing and producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution.

Please note: the responsibilities listed are not exhaustive and you will be expected to undertake some different duties as may be assigned to you by the company from time to time. Visit Jersey employees are expected to be flexible in their work in order to deliver the objectives and requirements of the organisation.

Knowledge, Skills and Experience:

1. Bachelor's or master's degree in PR, marketing or a related field. A PR postgraduate qualification would be helpful.
2. Minimum 3 years work experience gained within PR or journalism.
3. PR agency management.
4. Knowledge of Jersey and UK media environments essential, French and German media landscapes desirable.
5. Solid knowledge of social media (blogs, Facebook, Twitter, etc.)
6. Demonstrable experience of optimising traditional consumer PR opportunities, influencers and bloggers.
7. Excellent communication and presentation skills; comfortable as a public speaker.
8. Excellent interpersonal skills.
9. Good IT skills.
10. Initiative.
11. Ability to prioritise and plan effectively.
12. Able to analyse and report on PR effectiveness.
13. Awareness of different media agendas.
14. Creativity.

Personal Qualities and Behaviours:

1. High level of integrity.

2. Ability to work under pressure, managing multiple projects at once, able to take initiative and provide advice and action with PR and reputational matters.
3. Self-motivated yet stakeholder-focused.
4. Able to travel domestically and overseas, occasional evening and weekend work as needed.