



Manager – Public Relations

Reports to: Marketing Director

Location: London (Shoreditch)

Hours: Mon-Fri 09.30 – 17.30

Job Objectives: To drive awareness, comprehension and advocacy of D&AD's services through press communications, media partnerships and wider campaigns.

Key responsibilities

- Develop and maintain a PR strategy that outlines how press communications, media partnerships and other activities can strategically drive awareness and comprehension of D&AD's services amongst professionals and students within the creative industries (advertising, design, digital, production, media)
- Position D&AD as an authority in the creative communications space and a first point-of-call for journalists, bloggers and key influencers
- Identify and target opportunities to promote D&AD in trade press for design, advertising and marketing communities as well as larger broadcast and national media opportunities to help engage new audiences
- Maintain, strengthen or create journalist relationships
- Work with other members of the Marketing team to integrate communications into a wider customer-led strategy
- Analyse and generate insight from PR agencies, social listening tools, brand research and other monitoring platforms to evaluate success and drive future decisions
- Act as primary point of contact for journalists. Write, distribute and follow-up on press releases, manage our press contact database and schedule interviews
- Manage photographers and film crews to organise and run press activities at key D&AD events ensuring media presence at the event and accurate, positive coverage
- Contribute towards any industry news content that might be published on the D&AD website

Skills/experience

- Excellent written and oral communication skills
- Experience planning and implementing PR strategies at the organisational level
- Proven ability to network with senior industry members and press

- Excellent editorial skills
- Experience supporting, briefing and media training spokespeople
- Ability to work under pressure and to tight deadlines
- Experience writing press releases, briefings and putting together press packs
- Experience evaluating and analysing PR results

Additional, preferred skills

- Good knowledge of the creative industries, particularly agencies and studios within the advertising, design, digital and production worlds; as well as the media who cover them
- An established network of existing journalists and contacts in the creative media space
- Fluency in any of the following languages: Brazilian Portuguese, Mandarin, Japanese

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment.