

# PR Manager, D&AD

**Reports to:** Senior Campaign Marketing Manager

**Location:** D&AD, London (Shoreditch)

**Hours:** Mon-Fri 09.30 – 17.30

**Job Objectives:** We are looking for a PR Manager to join our Marketing team to develop and deliver an ahead-of-the-curve digital PR and media strategy to drive awareness, comprehension and advocacy of D&AD globally.

## Key responsibilities

- Develop and deliver a global digital PR and media strategy to drive awareness and comprehension of D&AD amongst professionals and students within the creative industries (advertising, design, digital, production, media)
- Build, maintain and activate a network of journalist, industry and media influencers globally
- Ideate and deliver strategic multi-channel content with a focus on digital, including thought leadership, press communications, media partnerships, influencer and blogger outreach
- Position D&AD as an authority and active voice in the commercial creative space and a first point-of-call for journalists
- Secure global PR coverage
- Identify and target opportunities to engage D&AD in trending topics through both UK and international trade press for design, advertising and marketing communities
- Identify and target opportunities with larger broadcast, national and digital media to reach new audiences
- Work with other members of the Marketing team to integrate communications into a wider customer-led strategy
- Analyse and generate insight from PR agencies, digital listening tools, brand research and media 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, film crews and media contacts to organise and run press activities at key D&AD events
- Contribute towards relevant industry news

## Skills/experience

- Excellent written and oral communication skills
- Experience planning and implementing media, PR and external content strategies at the organisational level
- A thorough understanding and working knowledge of digital media and strategies
- Proven ability to network with senior industry leaders and press

- Understanding of social media relations, SEO and linkbuilding
- Excellent editorial skills
- Experience supporting, briefing and media-training spokespeople
- Ability to work under pressure and to tight deadlines
- Experience coordinating and editing thought leadership, writing press releases, organising press briefings and compiling press packs
- Experience evaluating and analysing PR and media results using digital PR tools such as Vuelio, Meltwater, HARO, Mention, Pitchengine or similar

#### **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 a bonus: Brazilian Portuguese, German, French, Mandarin, Japanese

#### **How to apply**

Please email your CV to [recruitment@dandad.org](mailto:recruitment@dandad.org) with D&AD PR Manager in the subject line.

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.