

Job description: PR & events assistant

Job purpose: To manage the company's reputation and promote our brand to a wider audience.

Key responsibilities

- Drafting and distributing content such as press releases, emails and newsletters
- Conducting research to support PR and event planning
- Assisting in organising and executing events, campaigns etc.
- Developing and maintaining relationships with stakeholders, the media etc.
- Tracking media coverage and PR metrics (e.g. web analytics)
- Using all forms of media and communication to build, maintain and manage the reputation of the business
- Monitoring publicity and conducting research to find out the concerns and expectations of our organisers and reporting and explaining the findings to management
- Planning, developing and implementing PR strategies
- Liaising with and answering enquiries from the media, individuals and other organisations
- Researching, writing and distributing press releases to targeted media
- Collating and analysing media coverage

Skills needed

- Qualification in public relations, communications, or a relevant field or proven experience as a PR assistant or similar role
- Good understanding of PR, marketing and events concepts and practices
- Willingness to follow industry trends and current methods
- Excellent communication and writing skills
- Highly organised and able to work to deadlines
- Excellent attention to detail

Reports to: Digital Manager

Direct reports: None