

JOB DESCRIPTION

PR & SOCIAL MEDIA MANAGER



PEEL L&P, MANCHESTER (Venus building, TraffordCity)
FULL-TIME PERMANENT POSITION
REPORTING TO SENIOR PR & CONTENT MANAGER

ROLE AND RESPONSIBILITIES:

- To research, creatively input into, plan and deliver strategic communications plans across a number of Peel L&P businesses, based on extensive knowledge of the business, understanding its commercial objective, vision for the brand, key messages and media requirements.
- To lead on the research, creation, planning and delivery of social media strategies across a number of Peel L&P businesses based on commercial objectives and key messaging. This includes monitoring social media platforms and responding to queries.
- Manage the creation and delivery of monthly organic and paid social media campaigns and content plans across a variety of channels for both B2B and B2C audiences.
- Write high-quality, impactful copy suitable for a range of internal and external audiences and channels and arrange photography/filming where required.
- To identify proactive PR opportunities, write press releases and blogs, pitch features and interviews and manage reactive media enquiries.
- Lead on crisis communications across social media working with the Senior PR & Content Manager
- Maintain strong working relationships with senior leaders, stakeholders and partners to foster positive PR opportunities and support the Senior PR & Content Manager in effective communication planning across the business.
- Support the People Team with internal communications, engagement and recruitment campaigns including the collation and issuing of a monthly internal employee e-newsletter.
- Work with the Digital Marketing Manager, Marketing Project Managers and Design team to plan and implement effective digital communications.
- Manage the content creation and distribution of a regular Peel L&P stakeholder e-newsletter in collaboration with the Senior PR & Content Manager, IT and the Partnerships team.
- Campaign evaluation and reporting on a regular basis including brand sentiment, social media performance and engagement rates.
- To build and maintain close relationships with regional, national and trade media contacts to keep abreast of the news agenda and secure inclusion in relevant features and news.
- Keep up to date with the latest PR, content and social media trends, platforms and evaluation methods.
- Produce monthly PR and social media board reports for Peel L&P and its business areas.
- Manage the third-party product contracts: Sprout Social, Cision, NLA, CLA. Raise invoices, manage cross charges.

Peel L&P is an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

KNOWLEDGE AND SKILLS REQUIRED:

- Educated to degree level or equivalent industry-recognised qualification ideally with a minimum of four years' experience in a PR and social media role.
- First class copy writing and journalistic skills.
- Ability to work effectively in a fast-paced environment and balance competing priorities.
- Experience of working in an agency or a busy in-house role.
- Experience of dealing with key regional and national business/property journalists.
- Excellent interpersonal communication skills and experience of internal communications would be advantageous.
- Proven experience in creating and implementing successful strategic multi-channel communication campaigns with demonstrable results.
- Good understanding of digital marketing.
- Ability to come up with creative and pro-active content and campaign ideas.
- Exceptional knowledge and understanding of social media platforms (YouTube, Facebook, Instagram, LinkedIn and Twitter) and how they should be utilised for relevant target audiences.
- Extensive experience of implementing paid social campaigns on Facebook, Twitter and Instagram using Facebook Business Manager and Twitter ads.
- Experience of using social media management platforms (e.g. Hootsuite and Sprout Social)
- Experience using Cision/media monitoring software.
- Basic Adobe Premiere Pro and Photoshop skills would be desirable.
- Flexible and reliable, with a positive outlook and proactive approach
- Ability to work effectively in a fast-paced environment and balance competing priorities.
- Evidence of continual professional development and/or membership to the CIPR or equivalent professional body would be desirable.

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