

Job Description

Job title: PR and Content Specialist

Division: Client Delivery

Report to: Account Director

Salary: Up to £30k depending on relevant B2B/industry experience

Location: Head Office, Gosforth, Newcastle upon Tyne. UK

Working hours and contract: Full time and permanent position – 9.00am – 5.30pm (37.5 hours per week)

Deadline for applications: 5pm Tuesday 6 March 2018

Application requirements: Covering letter explaining why you are the right fit for this role, up to date CV, examples of content and PR work, campaigns and projects you have worked on that are relevant to our industry sectors.

Applications to: Applications should be addressed to Samantha Davidson, Managing Director, Horizonworks – samantha@horizonworks.co.uk If you have any questions regarding this role, call 0345 075 5955.

Background to company:

Horizonworks is a B2B marketing agency that specialises in working with technical and innovation focused businesses from sectors including manufacturing, engineering, healthcare, science, research, pharmaceutical and technology.

We provide an end to end marketing service from strategy to delivery to ensure all elements of your marketing are unified and work together to generate the best results – and clients can access all services under one roof. We believe that a clear, focused and well-informed marketing strategy will underpin a business's growth and future success. It's that simple.

As a strategy-led business, we help businesses expand their horizons by developing well informed marketing strategies that position them as leaders in their market and at the forefront of their competitors. Our B2B marketing specialists can shape your future and provide a framework for growth by delivering marketing campaigns that will raise your visibility, showcase your credibility and generate qualified leads.

Our work is strategy-led and unified ensuring all elements of marketing work together to generate the best results. We specialise in quickly grasping complex technologies, products and services and translating them into compelling marketing messages and campaigns that get businesses noticed regionally, nationally and globally.

www.horizonworks.co.uk

Main purpose of job:

The PR and Content Specialist will be responsible for the delivery of a range of different PR and content related projects for clients from technical sectors including manufacturing, engineering, healthcare, science, research, pharmaceutical and technology. Specifically, the purpose of this role is:

- To deliver client work to a high standard, to deadline and budget and ensure client satisfaction/retention.
- To deliver content and PR campaigns that will help our clients increase their profile and awareness globally.
- To work with the account director to develop client marketing strategies and plans.
- To develop strong relationships with clients, potential clients, colleagues, press / media and partner companies.

We are looking for an experienced and passionate PR and content professional who can translate complex technical and scientific messages into outstanding campaigns that will position our clients as leaders in their markets and ahead of their competitors.

Horizonworks is a fast-paced and dynamic environment. Our team are specialists in all areas of marketing and are passionate about delivering the best results for our clients.

Core responsibilities include:

Client management

- Support the account director in advising our B2B clients on their marketing strategies – specifically the PR and content elements.
- Collaborate with the team to deliver PR and content for client campaigns.
- Liaise with clients to scope and agree PR and content requirements.
- Create work/project schedules with clear milestones for delivery
- Project manage the delivery of clients' campaigns.
- Deliver client work and manage a range of projects and campaigns.
- Maintain good working relationships with clients.
- Monitor and review client projects and provide update reports.
- Exceed client expectations.

PR and content delivery

- Write technical and industry-specific content which can be used across a range of marketing activities/ platforms.
- Manage PR and editorial related activities that are related to your client portfolio.
- Media planning and research into editorial opportunities.
- Content writing including press releases, features and digital content.
- Management of media lists, media contacts and relationships.
- Ability to pitch stories to news desks / journalists and secure opportunities.
- Ensure positive press coverage for clients in local, national and global media.
- Develop content for cross marketing activities and campaigns.
- Conduct market research in order to write relevant, industry focused and accurate content.
- Develop compelling marketing and messages and campaigns that get our clients noticed globally.
- Work with the team to develop different types of content from video and blogs to infographics and marketing materials.

Other

- Represent the company in a range of internal and external activities including networking, events, client meetings, prospective client meetings.
- Continuously keep ahead of marketing and PR trends and feedback on new trends and ideas.
- Establish and maintain a programme of personal development in marketing/PR.
- Provide the best marketing services to your client portfolio in line with our vision of being the leading B2B marketing specialists in our industry.

Education and formal qualifications

- Qualified to Degree level with significant relevant industry experience in PR and/or journalism, ideally more than 5 years.
- Agency experience is advantageous however you will be considered if you have strong in-house experience.

Work experience/background

- Experience in PR or journalism.
- Experience of liaising with clients and project managing their campaign requirements.
- Excellent copywriting and proofreading skills.
- Experience in writing quality content for press releases, blogs, websites and other offline and online marketing materials and campaigns.
- Experience in writing technical content.
- Experience in liaising with press and media contacts and dealing with their needs.

Specific skills, aptitude, knowledge

- Strong understanding of communications at a strategic level.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- Strong understanding of digital content marketing platforms such as online PR channels and social media.
- IT literate and willing to learn new technologies.
- Team worker and flexible.
- Ability to work under pressure and meet tight deadlines.

Key attributes

- Self-driven, results orientated and a clear focus on high standards and business performance.
- Excellent communicator (written and verbal) with an exceptional eye for detail.
- Project management, literacy and numeracy skills and the ability to prepare accurate quotations and proposals.
- Understands the principles of marketing and the need for consistency within all the company's and clients branding, marketing and communications.
- Ability to understand and translate technical information into user friendly language.
- Able to demonstrate excellent client care and manage their needs and expectations.
- Responsible, accountable and determined to succeed.
- Passionate about marketing and delivering a high-quality service.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Why work for Horizonworks?

- You get your birthday off work!
- You get an additional days' holiday for every 2 years in service.
- You can join our pension scheme.
- Free car parking on-site.
- Flexible and accommodating to your personal circumstances – we understand you have a life outside of work.
- We finish early on a Friday!
- Opportunity to progress your skills through training and development.
- Career progression opportunities – as we are a full-service marketing company, there's plenty of opportunities across the different teams.
- Time off to learn and develop your skills.
- We encourage staff to attend business events and networking – we are members of a number of key industry networks.
- Professional membership support (CIPR and CIM).
- Team building events and yearly strategy days – so that we are all aligned to the future direction of the business.
- We celebrate your Birthday – with lots of cake!
- We are a fun and friendly team and our social committee organise monthly events.