

## JOB DESCRIPTION

Effective From: June 2019

NAME:		REPORTING TO:	Senior PR Manager
POSITION TITLE:	PR Specialist EMEA	DIRECT REPORTS:	None
DEPARTMENT:	Marketing EMEA	LOCATION:	London

## POSITION PURPOSE

The role of PR Specialist is to execute the communications strategy for EMEA for Intrepid Group. This involves identifying and pitching newsworthy and engaging stories that will help the Group achieve our 2020 goals of Growth and Purpose Beyond Profit. Working with the Senior PR Manager, duties would include executing PR campaigns to drive brand awareness, proactively and reactively securing press coverage in target publications, organising and hosting press trips and more, while managing the EMEA PR budget.

## QUALIFICATIONS, TECHNICAL SKILLS AND EXPERIENCE

### Essential

- Degree in marketing, communication, or journalism
- At least three years' experience in a travel PR role, in-house or agency
- A thorough understanding of the UK media landscape
- Excellent written communication skills, with strong attention to detail
- Good organisational skills and the ability to juggle multiple projects and deadlines
- Strong news sense and the proven ability to identify and create newsworthy stories that meet business objectives
- A proven track record of securing coverage in national publications

### Desirable

- Experience of working with European media
- A love of travel
- A good sense of humour

## VALUE ALIGNMENT AND PURPOSE

### Essential

- Passion for travel and belief in Intrepid Group's responsible travel philosophy
- Understanding of and support for Intrepid Group's Purpose Beyond Profit ethos
- Clear alignment with Intrepid Group's values (Growth, Innovation, Fun, Responsibility, Passion, Integrity)
- A digital mindset

Areas of Accountability	Key Tasks	Benchmark Measure
Secure coverage in target publications	<ul style="list-style-type: none"> <li>• Work with product, responsible business and commercial teams to identify and develop newsworthy stories</li> <li>• Write press releases and targeted pitches</li> <li>• Pitch to key contacts by phone or email</li> <li>• Develop a network of key contacts in business, travel and lifestyle press</li> <li>• Ensure all media requests are responded to in a timely and appropriate manner</li> <li>• Keep abreast of current affairs and spot opportunities for 'newsjacking'</li> </ul>	<ul style="list-style-type: none"> <li>• Number of mentions</li> <li>• % of coverage in Tier 1 publications</li> <li>• Number of high domain authority links</li> <li>• % of purpose-led coverage in Tier 1 media</li> </ul>
Co-ordinate and host press trips	<ul style="list-style-type: none"> <li>• Successfully manage agreed regional and global press trips from developing the itinerary and pitch, liaising with product and DMC on booking, managing budget and follow up.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of media hosted on press trips</li> <li>• % of press trips with purpose element</li> </ul>
Measurement and reporting	<ul style="list-style-type: none"> <li>• Monitor and collate press clippings and create monthly coverage reports</li> <li>• Share coverage highlights internally</li> <li>• Track PR spend and manage EMEA budget</li> </ul>	
Position Intrepid Group as an opinion leader	<ul style="list-style-type: none"> <li>• Support the Leadership team with briefing notes, speeches, op eds</li> <li>• Identify and prepare awards applications in conjunction with other Intrepid staff</li> <li>• Pitch for speaking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Number of speaking opportunities and award wins</li> </ul>
Assist with issues/crisis management	<ul style="list-style-type: none"> <li>• Support the Senior PR Manager with strategy and developing key messages as issues unfold.</li> </ul>	
Purpose Beyond Profit	<ul style="list-style-type: none"> <li>• Understand Intrepid Group's Purpose Beyond Profit philosophy and contribute to the achievement of the social, environmental and Intrepid Foundation goals as set by IG each year</li> </ul>	<ul style="list-style-type: none"> <li>• Contribute to the achievement of the social, environmental and Intrepid Foundation goals as set by Intrepid Group each year</li> </ul>