

PR and Marketing Executive

Reports to: Head of Communications and Marketing

Location: Brough, East Yorkshire, hybrid office/ homeworking (occasional travel to UK events)

Package: £24,500-£28,500k plus up to 7% pension contribution, salary sacrifice, and 38 days leave (inc Bank Holidays)

Hours: Full time (37.5 hours per week)

The EOA is a 500+ corporate member association which is the 'go to place' to develop good employee ownership, with a purpose to unlock the potential of people, businesses and the economy through employee ownership and better business.

This role will lead on the development of written and digital content for all channels, from website copy and guides and fact sheets to press releases and briefing documents, to help inform and influence EOA members, stakeholders, and the media.

We are looking for someone who can act as an internal journalist and copywriter and is able to adapt their style from sharp copy selling member services to campaigns, press releases and blogs that speak to both business and political audiences.

Reporting to the Head of Communications and Marketing, you will enjoy working in a small team, with the diversity and challenges that brings, and will have an appetite to learn and develop.

Key responsibilities include:

- Using team insight into members needs to create articles, blogs, guides, and checklists in multiple formats that support members to develop their employee ownership and grow the EOA's reputation as the go to place for employee ownership.
- Planned launches/ communications and marketing activities to promote EOA services to members and stakeholders with accompanying PR materials.
- Deliver content and support for campaigns that support EOA members and advocates to champion employee ownership on behalf of the EOA.
- Deliver articles and press releases to reach out through EOA channels and platforms to internal and external audiences that help to drive traffic to the EOA website (and the EO Hub) as the go to place for employee ownership.
- Supports colleagues with planning and delivery campaigns that reach businesses looking at succession/ or who are recently employee owned.
- Produce blogs, briefing notes and articles that help to influence policy makers, potential advocates from the EO community to support the EOA campaign and deliver in its purpose.
- Build and create lists of media and communications contacts.
- Effectively log and handle enquiries and requests from journalists.

Skills

- Writing skills – able to write for different audiences and across multiple platforms
- Marketing skills – ability to plan and develop impactful messaging for segmented audiences.
- Communication skills – effective listening, oral and written responding and 'soft skill' influencing.
- Media handling skills – able to speak to journalists, question and understand their needs and respond appropriately to deadlines.
- Interpret insight and intelligence to recommend PR content or activity.

Experience

- Working in either an in-house communications role/ journalism role or agency PR/Marketing role for 2+ years writing for different channels.
- Planning and delivery of marketing communication campaigns/and or written content.
- Media enquiry handling.
- Creating written content such as press releases or learning guides.
- Creating/ contributing to briefs for external agencies to produce content in audio or video format.
- Working with businesses/ or writing about businesses.

Knowledge

- Understanding of concept of employee ownership and member community.
- Strong awareness of digital marketing channels and keeping up to date with trends and changes.
- Understanding of the needs of a variety of journalists.
- Understand the marketing mix.

Traits/ behaviours

- Curious and proactive in developing ideas to reach audiences through content.
- Deadline and results driven to ensure the timeliness and impact of content.
- Thoughtful and alert to recognise issues and opportunities.