

— Building brands people  
want to be part of.

JOB DESCRIPTION

# PR & Communications Manager

**Strategiq**<sup>®</sup>

**Suffolk Office**

Unit 16 Brightwell Barns,  
Ipswich Rd, Brightwell,  
Suffolk IP10 0BJ  
01473 375036  
suffolk@strategiq.co

**Midlands Office**

Unit 1 The Cowshed,  
Wootton Waven, Henley in Arden,  
Warwickshire B95 6BP  
01564 400115  
midlands@strategiq.co

# PR & Communications Manager

*Formal Job Title*  
**PR & Communications Manager**

*Place of Work*  
**Brightwell Barns,  
Suffolk**

*Type*  
**Full Time,  
Permanent**

*Hours of work*  
**8:45 - 17:15  
Mon-Fri**

*Reporting to*  
**Marketing & Strategy Delivery  
Director**

*Last Edit Date*  
**24<sup>th</sup> May 2021**

We're looking for a talented, results driven PR & comms expert to join our agency with offices in both Ipswich, Suffolk and Leamington Spa, Warwickshire. For this role specifically we are looking for candidates within commuting distance of our Ipswich studio.

## The Role

As a Head of Department, excellence will be achieved through delighting our clients so much they trust us to do more for them whilst recommending us to their friends. Thinking commercially, you'll help the business find new clients and grow existing ones, making sure work is delivered to an exceptional standard and in a profitable way. Colleagues will want to work with you because what you do as a leader creates impact, is well thought through, inspiring and a learning experience.

As a senior member of the team, you're a self starter needing little direction day-to-day. And as a brand ambassador, you'll seek out ways to stay on top of industry trends and promote StrategiQ through personal marketing, speaking and writing opportunities.

You must be comfortable working at a strategic and tactical level and take a hands-on approach to deliver results, be happy to work autonomously to develop the role (and department) but also be a strong team player. The role demands a good grasp of all aspects of PR and being able to deliver dedicated PR campaigns and integrated Marketing and PR campaigns across multiple channels and platforms.

The PR & Communications Manager will be responsible for campaign-based content that generates results for our clients. As the go-to PR and communications marketer in the agency, you will be the flag bearer for ensuring that the content we create (across any medium) is more than 'just a press release', generates positive PR and has a tangible impact on the results we aim to achieve for each client.

## What we are looking for

- **Strategic direction:**
  - o Subject matter expert within the agency
  - o Set the example for quality - lead by example through exceptional work
  - o Deliver consistent and exceptional customer journey standards and client service within established processes, standards and principles of the agency
  - o Consistently evolve your departmental strategy and quality of delivery through research and development
  - o Bring forward creative and technical ideas to achieve client objectives
  - o Forward planning (contract timings and renewal negotiations)
- **Client engagement:**
  - o Build and nurture trusted client relationships
  - o Provide consultancy, expert counsel and support for clients at the most senior levels
  - o Consistently liaise with clients to manage objectives, counter technical, operational or creative hurdles, manage expectations and provide status updates

- **Team leadership:**
  - o Build and lead an effective specialist team
  - o Ensure StrategiQ has the right resources, number of experts and the right capabilities to achieve business goals
  - o Provide the right level of expertise to client projects in line with client needs
  - o Engage and collaborate with the wider StrategiQ team:
    - Ensure understanding of the clients your team are working on
    - Monitor, review and sign off new briefs
    - Troubleshoot with CDs
  - o Nurture and help develop experts in your team
    - Set and meet high standards - role model
    - Monitor team standards and client communications
    - Provide training and development
    - Inspire and motivate the team to achieve success
- **Financial growth:**
  - o Contribute to client growth and profitability
  - o Manage level of client service against budget - contribution margin
  - o Suggest, scope and present opportunities and upsells (using opportunities tab in OS)
  - o Budget plan and ensure accuracy in the OS for invoicing
  - o Maintain team utilisation within targets
  - o Support new business development
- **Operational excellence:**
  - o Actively support the scoping and planning of estimates and specifications to a high standard of detail and commerciality
  - o Ensure strategies and projects are delivered on time, in scope and to our agreed standards (working collaboratively with CDs)
  - o Support with recruitment, training, development and mentoring
- **Accurate reporting:**
  - o Track results against KPIs
  - o Tailor reports to suit client needs
  - o Write strategic sections to include insights and growth opportunities
  - o Review of report and presentation to the client
- **Measured for:**
  - o Client impact: meeting agreed client KPIs
  - o Department profitability 30%
  - o Client NPS: >8/10
  - o Team utilisation: >60%
  - o Team happiness: >80%

## Standing out

- Experience in PR & Communications role in a multi-faceted commercial organisation
- Knowledge of WordPress, Social Media Management Tools and ideally media monitoring tools
- Effective project management skills
- Good interpersonal skills and ability to communicate effectively
- Ability to think critically and take necessary decisions for business
- Demonstrable experience of working well in a team and under tight deadlines with a sense of ownership and responsibility for deliverables

## Benefits

- Dedicated time for Research and Development

- Competitive salary in line with your talent, skill and experience
- 23 days holiday per year plus all British Bank Holidays
- The opportunity to attend leading industry conferences and events
- The opportunity to participate in training and certification programmes
- Inclusive fruit and hot beverages within the office
- MVP recognition programme
- Be part of a culture for learning and development
- Company-wide bonus scheme
- Inclusive gym membership (Suffolk Office)
- Annual employee awards

## Our Values

- **Fueled by ambition**  
We always strive to be better. By refining our processes, researching new ideas and developing our skill sets, we collectively achieve more than we or our clients ever believed possible.
- **Commercially-minded**  
Our business is founded on creative and technical expertise but driven by a deep awareness of business needs and what a company must do to thrive. We invest in our clients' marketing like it's our own.
- **Championing expertise**  
We continually develop, cultivate, inspire and nurture everyone in our team. Through training, stability, support, relationships, rewards, celebrations and fulfilling ambitions, we all rise together.
- **Genuinely caring**  
Clients are placing their business in our hands, and this responsibility informs everything we do. We're a partner in their success and don't rest until they're moving forward.

*Be ambitious, be commercial, be an expert, be caring, be StrategiQ.*