



At Real Kombucha, we are changing the way people drink. In a market where alcohol consumption is collapsing and sugar content is a major problem, there are few genuine alternatives to a sophisticated alcoholic beverage when out on the town or relaxing at home.

We are a fast-paced, young and very creative company led by a great team of experienced individuals. The Founder is a seasoned consumer entrepreneur, with companies such as bookings.com, Tom Dixon and Clippings.com already under his belt, supported by talented co-founders from Lucozade Ribena Suntory and Havas Media and a very strong group of investors.

More than anything however, the team is passionate about food and drink. After just 18 months, Real Kombucha is now served in many of the best locations in London and around the UK including over 50 Michelin starred restaurants as well as being rolled out to the UK's top restaurant chains, pub groups, caterers and event spaces. We really believe we can change consumer consumption habits for good.

## **PR Manager**

We are searching for a super motivated senior PR Manager to join our team on a freelance basis, working alongside the Founders and Head of Events. By securing press across all media, the role will have a direct impact on changing the way people drink in the UK.

## **Responsibilities**

- Coordinate all PR communications providing a switched-on, proactive press office
- Act as the primary contact for all press and media, managing external enquiries, handling them quickly and effectively
- Write innovative and engaging copy for press releases

- Develop pitch angles and ideas to secure press
- Pitch content and editorial ideas passionately to all media (trade/consumer/broadcast) across print and online
- Build strong and long-term relationships with key members of the press and maintain a network of media contacts
- Devise PR strategy to support campaign plans
- Work with the Head of Growth to develop content and amplify it across traditional and social platforms
- Promote the Founder as an influential speaker at events, conferences and consistently secure interviews and meetings with key journalists
- Coordinate press events, inviting journalists to the brewery and orchestrating food/kombucha tastings
- Provide weekly progress updates
- Be a brand ambassador, participating in all key F&B events across London
- Support the wider team across other areas of the business including consumer, trade, partnerships and b2b activity

## **Experience**

- Proven PR success with several years experience
- Passionate about what we do, the F&B scene and media
- Good industry knowledge of broadcast, print and digital media and the different requirements of national, lifestyle and regional media
- Proven industry connections and experience in building an influential network
- Able copywriter with excellent communication and interpersonal skills
- High level of tenacity, self-motivation, diligence and attention to detail
- Highly organised with the ability to work independently and take initiative
- Flair for creative thinking and innovation – a “think outside the box” type

We're looking for people to grow with us long-term. The PR Manager position is a great opportunity for a freelancer or someone who would prefer a part-time in-house role within an ever-evolving, dynamic company. Please note that due to the nature of the business, you will be expected to work some weekends when needed.

Please email Romy your CV and a brief covering note with why you'd like to join our team at [romy@realkombucha.co.uk](mailto:romy@realkombucha.co.uk)

Salary £22 - £28K