



## **PR & PARTNERSHIPS MANAGER**

**LOCATION:** Wendover, Buckinghamshire + working from home

Join the REAL Team! We are seeking an energetic and experienced **PR and Partnerships Manager** who will lead on the delivery of communications and be responsible for media relations, creating relationships with key journalists and building partnerships to add value and drive brand awareness.

As a small team we work closely and collaboratively together. We are looking for someone that fits in, who is passionate and wants to engage and promote all that we do to produce our award-winning drinks. Working directly with the Marketing Director you will be responsible for developing and delivering REAL's communications strategy, particularly in line with seasonal campaigns and product launches.

Over the next two years we are focused on positioning REAL as a category defining non-alcoholic sparkling, challenging industry traditions. We're building the brand and implementing strategic marketing campaigns to really engage our community, reach new audiences across the off-trade and on-trade, and ultimately drive sales to grow the company.

But we need brilliant people to help us do this. We're looking for someone who is highly articulate, hugely personable and wants to build good relationships with the press, influencers and in the trade to secure editorial and features relevant to the brand. Importantly we're looking for the personality that will fit in with our team. The ideal candidate is a real firecracker, curious all-rounder with experience in food, drink, hospitality and/or lifestyle PR. We need them to effectively speak about REAL, telling the REAL Founder's story to the right media outlets to reach the right audience with print, digital and broadcast opportunities. As such the role requires someone who relishes speaking directly to the media coupled with creativity and exceptional planning, written and interpersonal communication skills and who is deeply passionate about the food and drink industry.

### **The role:**

1. Plan and deliver creative and impactful PR activity across consumer and trade press to drive awareness, creating a comms calendar in line with seasonal campaigns.
2. Run the press office, identifying and securing PR opportunities, implementing an integrated communications strategy to raise REAL's profile across broadcast, culture, F&B, lifestyle and consumer titles including national and regional broadsheets, supplements and papers in print and online.
3. Conceive unique, idea-orientated press releases and activations with specific relevance to the titles and journalists being pitched to.
4. Build relationships with key journalists and maintain a relevant database of media contacts.
5. Deliver key messages and promote REAL's presence in-store and online to the press, trade, opinion-formers and other media channels.

6. Secure REAL Founder focused interviews with relevant titles and broadcast opportunities, profiling the Founder as an authority within the category.
7. Identify, secure and manage new and exciting brand-aligned partnerships on a contra and/or paid for basis, and be comfortable building relationships with like-minded partners, amplifying activity across channels.
8. Act as the brand guardian when dealing with PR and partnership activities.
9. Forge link-building partnerships to aid SEO visibility, working with the digital team to identify and grow opportunities.
10. Produce monthly press activity reports, working towards KPIs.
11. Work collaboratively with the trade sales team to ensure that it maximises opportunities in accounts.
12. Help plan and work at both trade and consumer events.

**The candidate - experience:**

- Minimum 3 years' agency or in-house experience in media, working on food, drink and/or lifestyle brands.
- Creative thinker, able to craft PR strategies with experience in successfully devising, delivering and evaluating consumer-focused PR campaigns and media assets that will have impact and secure coverage.
- Extensive experience in securing valuable coverage that promotes all key messages.
- A sound knowledge of the UK media landscape with strong media contacts within the sector across a variety of outlets and knowing people in the right places; journalists, editors, influencers, etc.
- Strong verbal and written communications skills, formulating and tailoring persuasive press releases.
- Understanding of partnership work, partner needs and how to create value for both parties.
- Skilled networker, able to influence and connect brands, people and audiences.
- A really good knowledge of the London F&B scene with a passion for all things cultural, food, drink and fermenting.

**Attributes:**

- Creative ideas with an eye for a story and a love of selling it into journalists.
- High energy, outgoing with a positive can-do attitude.
- Exceptional copywriting and communication skills.
- A great project manager with good organisational skills.
- Ability to ask questions, retain and digest product information and communicate it out effectively.
- A high level of self-motivation and the ability to work quickly and accurately in a small team whilst also using own initiative.
- Seriously personable, confident approaching people and like minded brands plus other internal and external stakeholders at all levels.
- Able to work flexibly under pressure, and prioritise in order to meet deadlines.
- Willingness to get stuck-in and add their own character and enthusiasm to the team.

Please contact Romy Westwood with a cover letter and CV. Email: [romy@realkombucha.co.uk](mailto:romy@realkombucha.co.uk)