

## Group PR Manager

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Company: Halfords

Location: Redditch

Category: other-general

**Job Purpose:** Reporting into the Head of Marketing you'll manage the development and delivery of the Group Communications strategy covering internal and external communications channels. You will manage all of Halfords external reactive and proactive PR activity across consumer, corporate, financial, public affairs. You'll manage the wider organisational approach in relation to issues and crisis communications across PR, social and supporting customer services with responses. You will be the company's principal PR advisor managing PR agencies and the overall PR budget. You will also develop an integrated PR strategy that delivers on Halfords strategic and commercial objectives. In addition to delivering a regular drumbeat of positive news for the company, you will work closely with the investor relations team financial trading updates to the city. You will also lead the business response to crisis situations, including coordinating cross functional teams to deliver the best outcome. To support the company's commercial objectives, you will work with the marketing team, commercial teams, and marketing agencies to deliver proactive consumer PR campaigns and activity. You'll be assisting in the strategy and delivery of core corporate internal communications to help drive advocacy and engagement of colleagues with timely and relevant internal communications. You'll act as an adviser to key stakeholders providing advice and support on messaging and internal communications best practice. The role has a high workload and requires experience, integrity, resilience, , tenacity, strong commercial and political awareness, great stakeholder management as well as sound judgement to protect and enhance Halfords reputation externally.

**Key Accountabilities:** Crisis PR: Business's response in crisis situations and accountable for the external reputation of

the company  
Public affairs: Leading on response to policy, engaging with MPs/Ministers and briefings for meetings.  
Media relations: Represent Halfords with media and other bodies / partners as appropriate.  
Investor relations: Part of the investor team delivering financial results updates to the city  
Voice of motorist/ cyclist: Cultivate halfords reputation as the trusted voice of the motorist and cyclist.  
Internal communications: Drive employee clarity, advocacy and engagement through internal communications  
Scope of Role: This role sits within the wider Marketing team: Development and delivery of an integrated PR strategy covering consumer, corporate, financial, and public affairs areas  
Act as Halfords principal PR advisor leading the business's response in crisis situations and accountable for the external reputation of the company  
Management of PR agencies to deliver a hard-working 'always on' press office and wider campaigns and initiatives.  
Ensure PR is integrated into multi-channel marketing plans including campaigns, product launches and range reviews  
Manage the delivery of internal communications  
Build strong relationships across the business  
Drive LFL improvements in PR metrics  
Reinforcement of our category specialist positions in motoring and cycling specialist media.  
Part of the investor team delivering financial results updates to the city  
Support the CEO during media interviews  
Raising profile and priority of PR with key stakeholders across the business leading PR monitoring and evaluation.  
Requirement to work out of hours to manage crisis or exceptional PR related situations  
Represent Halfords with media and other bodies / partners as appropriate.  
Devise and deliver a programme of public affairs activity including leading on response to policy, engaging with MPs/Ministers and briefings for meetings.  
Monitor, measure and evaluate effectiveness of internal and external communications activity.  
Key Skills & Qualifications: Experience in consumer, corporate, financial public relations and public affairs  
PR experience in retail or a services environment or a journalist background  
Strong crisis management and brand reputation management  
Experience of managing internal communications in a large organisation.  
A strong sense of what makes news, with creative flair to ensure Halfords Group stands out  
A track record of devising successful plans to maximise relationships with partners and associated partners to benefit wider Group  
Demonstrable experience providing media handling advice at board level  
Understanding the importance of cross channel campaigns and a strong track record of devising PR plans and campaigns, driving positive PR to increase footfall and sales online and in-store.  
A strong track record of building and maintaining relationships with the media, as well internal and external stakeholders  
Strong planning and organisational

skillsStrong writing, interpersonal and cross-functional working skills to manage teams and agency partnersExcellent time management skillsAbility to work autonomously and manage numerous projects at any one time

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