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PR and Social Executive

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Company: The Portfolio Group

Location: Manchester

Category: sales-and-related

Calling all PR Superstars!

Join a dynamic team as a Social Media and PR Strategist, reporting to the Associate Director of Group PR and Communications. Your creativity will be instrumental in shaping our social media strategy and driving proactive digital PR initiatives to enhance our clients brand visibility. You'll manage multiple accounts and stakeholders, crafting tailored messages for diverse audiences. Stay ahead of digital trends, news agendas, and industry headlines to elevate our company image and meet PR and marketing objectives.

Day to Day

Plan, create, and schedule compelling content across various platforms, leveraging a social management platform.

Develop innovative social media strategies in collaboration with the Associate Director of Group PR and Communications.

Ensure content aligns with brand guidelines, collaborating with writers as needed.

Partner with marketing and product teams to generate buzz around new launches.

Cultivate relationships with industry professionals and journalists to expand our network.

Train internal teams on maintaining a cohesive social media strategy.

Identify digital PR opportunities to elevate the Group's profile.

Engage with followers, respond to inquiries promptly, and manage company reputation.

Craft comments, press releases, blogs, and thought leadership pieces for publication.

Stay abreast of industry trends and advise on relevant PR opportunities.

Deliver all copy on time and up to editorial standards.

Monitor media coverage and social media engagement, reporting results to key stakeholders.

YOU?

Minimum two years' experience in social media strategy or digital PR.

Proficiency in coordinating social media and digital PR campaigns.

Track record of successful media relations and brand awareness campaigns.

Strong project management and organizational skills.

Excellent interpersonal and communication abilities.

Deadline-oriented with multitasking capabilities.

Proficient copywriting skills.

Creativity, enthusiasm, and a continuous improvement mindset.

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