

PR & Communications Manager

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Company: Gleeson Recruitment Group

Location: Coventry

Category: sales-and-related

Public Relations Manager | £50,000 - £60,000 w Car Allowance of £4,8000 p/a | Car Manufacturer / Automotive Industry | Coventry | 5% Company pension contribution | 4 days in the office 1 at home

Gleeson Recruitment are delighted to be partnering with a pioneering automotive manufacturer at the forefront of the electric vehicle industry. As a global leader in electric commercial vehicles, they are committed to shaping the future of transport worldwide.

We're recruiting for a candidate from the automotive industry to lead on global PR and brand communication strategy. The successful PR Manager will work with senior stakeholders to define and deliver strategies that align with business goals.

Key Deliverables:

Develop and execute PR and brand communication strategy.

Provide input and direction for the brand, including the development of style guides and templates.

Manage engaging content across various digital channels, including social media, website, and newsletters.

Monitor and analyse the performance of PR activities and brand communication, providing insightful reports.

Prepare for and manage crises effectively, ensuring the protection of the company's reputation.

Cultivate and maintain relationships with media outlets, influencers, and other relevant stakeholders.

Coordinate product photoshoots for multi-channel use and manage international communications.

Research and identify new opportunities for media coverage, partnerships, sponsorships, and collaborations.

Organise and coordinate events, supporting sales efforts at trade shows, webinars, and workshops.

Manage the PR and related communication budget effectively

Key Working Relationships:

Line management of the PR & Marketing Executive.

Collaboration with the wider Brand & Communications team.

Liaison with agency partners to ensure best practices, deadlines, and budgets are met.

Decision Making Scope:

Responsible for monitoring and managing the annual PR & Communications budget.

Implementing, delivering, and reviewing the PR & Communications strategy.

Our Ideal Candidate:

Understanding and experience within the automotive industry.

Minimum 3 to 5 years' experience in PR and brand communication roles (or equivalent).

Proficiency in video/photo editing is desirable.

Career Path & Benefits:

Upon leaving this role, progression opportunities may include roles such as Head of Brand, Marketing, or Marketing Communications.

Car Allowance: 400 per month

More flexible working once probation is complete (6 months)

Pension with Scottish Widow - company contributes 5%

Life Assurance 6 x salary

Private Medical available with this role

If you're interested in shaping the future of transportation within Electric Vehicles, we encourage you to apply.

Team Gleeson

At Gleeson Recruitment Group, we embrace inclusivity and welcome applicants of all backgrounds, experiences, and abilities. We are proud to be a disability confident employer.

By applying you will be registered as a candidate with Gleeson Recruitment Limited. Our Privacy Policy is available on our website and explains how we will use your data.

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