

PR & Communications Manager Restaurant & Bars

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Company: Park Plaza

Location: London

Category: other-general

*PR & Communications Manager Restaurant & Bars - London *We are expanding the restaurant and bar team and are looking for dynamic self-starters who are hungry for a new and exciting challenge.

In this managerial position, you are part of the corporate team and looking after the PR & Communications for the destination restaurants and bars across the group.

This role works very closely with the regional directors and managers as well as the VP Restaurants and Bars*Main duties (including but not limited to) as a PR & Communications Manager:** Develop, prepare and implement the PR Strategy and activity calendar* Work closely with General Managers of the hotels, Head Chefs, Restaurant and Bar Managers.* Managing the PR and social media agencies on a daily basis* Management and key focus on agency liaison, media relations, drafting press releases, social media strategy, paid media strategy, image management, media bookings, developing relationships with key internal and external contacts and film and photography projects.* Managing the tone of voice in line with brand strategy* Drafting statements where necessary* Raising our restaurant profiles within the industry by managing award entries.* Managing the PR and communications for the new restaurant and bar concepts and specific openings, renovations and brand marketing plans across EMEA region.* Manage relationships with key partners and ensure all restaurant and bar listings, websites, intranet and social platforms are managed and updated* Managing the compilation of monthly commercial reports from the PR and social perspective* Ensure coverage is secured against media targets and KPIs and communicated to internal stakeholders.* Manage and build relationships with local influencers and media for

destination restaurants and bars that do not have agency support.* Manage and oversee clippings reports where relevant for both online and offline publications.* Oversee newsletter content for outlets * Work collaboratively with the Digital Marketing team* Oversee and review all social media across the destination restaurant and bar outlets with team support* Visit outlets on a regular basis to collate social media worthy content* Inform the Corporate Office in Amsterdam with all our restaurant and bar promotions/initiatives as well as support on brand wide Responsible Business Programmes from a restaurant and bar perspective.* Proactively monitor industry and competitor initiatives, making sure we are taking advantage of all local and industry opportunities.* Analyse ROI of PR & social initiatives such as press trips, media stays and competitions.* Actively participate in marketing, PR and operational meetings where required and take minutes when appropriate.

Ownership of regular PR reporting at restaurant and bar level.* Assist in driving the internal communications strategy in terms of tone, content and PR news for channels including the company intranet* Manage and attend where necessary key events and press trips with the outlets.* Oversee and at times lead the coordination and execution of photo shoots, filming visits.*Benefits as a PR & Communications Manager:** Start with 30 days of holiday per year - including bank holidays, increasing with years of service* Great work-life balance* Heavily discounted hotel rates in Europe (extends to the Radisson Hotel Group and family & friends)* F&B discounts at our restaurants and bars (for your whole party)* Benefit Hub - Discounted prices at hundreds of online and high street stores, supermarkets, major retailers, attractions, restaurants, and cinemas.* Company pension plan* Access to 40% of your pay before payday!* Ride to Work Scheme & free local cycling lessons* Free dry cleaning for work uniform* Two free meals per day* Award-winning training* Annual Staff parties and events*If this role looks like the one for you, apply now!*

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