

**Public Relations Associate (UK & France main focus) / (8 months maternity cover)**

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Company: TerraCycle

Location: Perivale

Category: arts-design-entertainment-sports-and-media

Seeking to tackle one of the biggest environmental issues of our time? Passionate about communications? Believe that business can act as a change for good? Looking for a meaningful job? Looking to join a like-minded team of passionate people? Then this position is made for you!

TerraCycle seeks to hire a creative, resourceful and driven PR professional who likes challenges and can manage multiple projects simultaneously. The Public Relations Associate or Senior Public Relations Associate (depending on experience) will report to the Head of Communications and will work directly with numerous TerraCycle teams, brand partners and consumers. The position is based in Perivale, West London.

### **TerraCycle Overview –**

TerraCycle's mission is to Eliminate the idea of Waste. Operating in 20 countries (including 12 in Europe), TerraCycle is an innovative recycling company that has become a global leader in recycling typically hard-to-recycle waste from snack wrappers and contact lenses to ocean plastics. TerraCycle partners with the world's largest consumer brands and retailers (including BIC, L'Oréal, P&G, JDE, Carrefour, Monoprix,...) to create new collection and recycling schemes for anything that would otherwise be sent to incineration or landfill. TerraCycle also works with large waste management companies, governments and consumers to develop joint innovative solutions.

### **Job Overview –**

The company seeks to hire an English & French speaking Public Relations Executive or Senior Public Relations Associate (dependent on experience) for an 8-month maternity cover to

support the development and execution of high-quality media campaigns. This involves developing and ensuring the execution of high-quality strategic media relations campaigns to promote the TerraCycle story, both free and paid for recycling solutions and the sponsoring brand partners, lines of business and company specific initiatives across Europe.

The focus is mainly for TerraCycle Europe's English speaking markets, the UK (our biggest European market) and France (our second largest European market) but will also support the broader communications strategy across our other European markets. Written / spoken English and French is essential for this role and German, Spanish or Dutch would also be a bonus but not essential.

The position is based in Perivale, West London and reports to the PR Manager / TerraCycle's Head of Communications for Europe.

**Responsibilities:**

Work with the PR Manager and Head of Communications to create and deliver an impactful PR strategy for the UK and French markets.

Oversee the operation of a reactive and proactive press office for TerraCycle UK and TerraCycle France.

Monitor the media to identify suitable opportunities for TerraCycle.

Plan, execute and evaluate some PR campaigns mainly for the UK and French markets but also support with other markets where needed, and take responsibility for the delivery of these campaigns.

Drafting and distributing high-quality, effective press releases and pitches.

Phone and email pitching of TerraCycle's story and products to broadcast/print/online media sources.

Maintaining relations with the media relations departments of various brands and customers of TerraCycle.

Work closely with the client service and marketing teams to ensure the public relations campaigns are correctly supporting the needs of TerraCycle's clients.

Developing in-depth reports of media success for partners and internal use.

Manage the admin for the markets you handle, including the EOM reports and sending round press hits.

As and when required:

Act as a spokesperson to the press.

Write awards entries, blog posts, company newsletters and communications etc.

Attend events on behalf of TerraCycle and support with the logistics when required.

### **Requirements:**

Fluent in English and French with excellent communication skills (both spoken and written).

**2 + years' Public Relations experience (particularly with UK / French media a bonus).**

Ability to speak another European language would be beneficial (particularly German, Dutch, Spanish) but not essential.

Public relations experience - particularly with and contacts within the UK / French media.

Experience of managing multiple priorities.

· Be proactive, reliable, responsible and accurate with strong attention to detail.

Excellent organisational skills and attention to detail.

A demonstrated interest in sustainable/green business would be beneficial but not essential.

A degree in an appropriate field (PR, journalism, communications, marketing, business management...) or equivalent work experience.

### **What we offer**

2 volunteering days per year to support causes that are important to you

25 Holiday Days (pro rata)

Highly flexible Hybrid work culture (2 days a week in the office/3 days home). Not only that – you'll also have the option of working from abroad for up to 30 days a year

Early Fridays (we can finish early on Fridays if we work extra hours during the week)

Team activities: We have quarterly company-wide socials to support spending time together and a running club too

The experience of being part of an international company with over 400 enthusiastic and highly talented teammates across numerous countries – always ready to share knowledge and support!

An open company culture where you have the independence and room to unleash your creativity.

Start date – from 1st April 2024 to 29 November 2024 (8 months)

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