**HEAD OF PR - JOB DESCRIPTION**

|  |  |
| --- | --- |
| **JOB TITLE:** | **DEPARTMENT:** |
| **HEAD OF PR** | **DELIVERY TEAM** |
| **ROLE OVERVIEW** |
| The Head of PR is a respected and authoritative position at Narrative – this is a senior role for a passionate and experienced PR professional with proven leadership skills. With inspirational written skills, a strong network of media relationships and a strategic mindset, this role requires a broad thinker who is able to offer a variety of creative solutions. They should stimulate creative energy and nurture the PR talent within the agency, inspiring outstanding work by creating a culture within the department where great ideas are stimulated, born and go on to thrive. The Head of PR will work collaboratively with the Client Services team to agree time and budgets for PR work, whilst effectively allocating workloads and prioritising tasks across the team.The ability to embrace changes in technology across relevant tools and technology to maximise the team’s efficiency, effectiveness and quality standards will be a key part of the role.Leading on any new business work involving an element of PR is also a requirement.The Head of PR should have a clear understanding of the wider commercial aspects of running a marketing agency and champion Narrative’s strategic vision. They are also responsible for Narrative’s own profile and for enhancing our reputation in PR across the industry.Whilst all of the above aspects of the role are key, the Head of PR also needs to be hands-on and will be involved in writing for various media across multiple client sectors on a daily basis. |
| **KEY RESPONSIBILITIES & ACCOUNTABILITIES** |
| **Workflow and quality*** Work with the Client Services team and rest of the PR team to agree budgets and costings on all relevant projects
* Review project feasibility with an eye on balancing creativity with constraints on time and resource
* Work with the Operations Director and Client Services team to ensure the highest quality is maintained across projects and ensure efficiency of work planning and work flow across the department
* Oversee all team projects from start to finish, keeping to deadlines, and signing off on the quality of these projects before they are presented
* Advise the PR team to ensure quality of work and troubleshoot any issues
* Manage multiple projects, overseeing the team's output whilst also being able to be hands-on
* Liaise with Client Services team to keep them informed as to the status of the team’s work and to highlight any issues with all team projects
* Proactively suggest solutions which help overcome project risks and constraints which arise throughout the project such as client availability, time, budget or resource
* Ultimately responsible for the PR philosophy and the standard of PR and Media outputs across the agency/department

**Leadership and collaboration*** Establish and drive the agency’s PR philosophy, strategy and objectives
* Consistently work to create a department that is both harmonious and motivated, by building an inspirational environment for the team to work in and regularly reviewing their ideas and projects
* Work with the PR team each and every day to create, plan and deliver a strategic vision for clients
* Inspire the PR team and, with it, the whole agency
* Involvement in hiring and developing the best people into the team
* Networking and public speaking for Narrative to promote our PR expertise and raise our profile
* Identify and champion opportunities for staff development

**Continuous improvement*** Ability to contribute to agency strategy by sharing knowledge, research and best practice with the wider management team
* Driven, persistent and ready to lead on any changes to our processes which will help facilitate new and better ways of working
* Ongoing awareness of the need for continuous improvement in terms of both processes and technology to remain relevant and modern as an agency
* Report regularly on team successes, issues or pressure points
 |
| **EXPERIENCE AND SKILLS** |
| The Head of PR should be/have:* A strong and authoritative communicator - confident at presenting and “selling in” PR strategy at a senior level, explaining what makes it great work and how it meets the client’s needs
* An established network of existing media relationships across online and offline channels as well as the drive to cultivate new contacts/agenda setters within relevant business sectors
* Knowledgeable and passionate about clients’ businesses, with a clear understanding of where and how marketing (and in particular PR) contributes to success
* Comprehensive experience and confidence in delivering and presenting all aspects of PR work including strategy, content planning, stakeholder engagement, crisis comms, media relations, ‘traditional’ PR outputs, online PR, SEO and social media management
* Able to lead and motivate others from the front, with at least 5 years’ solid experience at a senior level in a marketing/PR agency or in-house setting
* Tenacious and resilient under pressure and when up against multiple deadlines
* Able to receive, manage and respond appropriately to feedback from clients and colleagues
* Proactive, positive and driven with strong organisational and time management skills
* Happy to “muck in” when required and go the extra mile for our clients
* Excellent communication skills, both written and verbal, with the ability to write compelling press releases and other forms of copy
* Able to inspire our team and clients and quickly earn respect and trust
* Experience in mentoring and inspiring a diverse team with differing levels of experience
* An in-depth understanding of the PR industry and the ability to adapt to a fast moving and constantly changing market place
* A “can do” attitude to problem solving, with a collaborative approach to work
 |