

PR & COPY EXECUTIVE

Marketing | Bourne | Permanent

Overview

We're looking for a talented and creative **PR & Copy Executive** to join our Marketing team. This is a full-time role based at our Bourne office with the benefit of hybrid working. In this role you will be responsible for crafting engaging copy across various platforms and you will be working closely with the media and third parties to promote our inspirational and aspirational brand message.

All About You

This will be an ideal role for someone who has a strong background in PR with a natural flare for creating beautiful and inspiring copy. You will have impeccable attention to detail with a creative mindset and the ability to think outside of the box. To be successful in this role you will need to demonstrate that you are a highly collaborative individual as our Marketing Team work closely with many functions of the business. You will be a friendly and positive team player who thrives on delivering high standards of work.

Key Responsibilities

Develop and implement a comprehensive PR strategy to increase brand visibility and media presence.
Write, edit, and proofread copy for a range of materials, including press releases, blog posts, email campaigns, and website content.
Collaborate with the marketing team to ensure that our brand messaging is cohesive across all channels.
Managing relationships with media outlets, journalists, and third parties.
Monitor and report on PR campaign performance and media coverage.
Assist in organising events and product launches that promote brand engagement.
Stay up-to-date with industry trends and competitor activities to identify PR opportunities.
Support the wider company with copy related tasks as and when required.

Experience, Requirements & Attributes

Proven experience in a PR, copywriting, or a similar role, ideally within the home decor, lifestyle, or fashion sectors.
Excellent written and verbal communication skills, with a talent for creative storytelling.
Strong understanding of media relationships.
Previous experience and knowledge in social media will be an advantage.
Strong prioritisation, time management skills with the ability to multi-task.
Meticulous attention to detail.
Creative thinker with the ability to work on own initiative.
Passionate about writing compelling and engaging content.
A genuine interest in home decor and lifestyle.
The successful candidate must have Right to Work in the UK.

The Package

Salary will be dependent on experience and skills, complimented by our employee benefits package that supports our people's physical, mental and social wellbeing. We also offer a flexible hybrid working arrangement for this role.