



Bolney Wine Estate in West Sussex is one of the pioneers of the English wine industry and has been a family business since 1972. We are a producer of premium English still and sparkling wines, sold across all UK channels and exported to overseas markets including the USA, China, Japan and Europe.

At the Estate we welcome thousands of visitors a year for vineyard and winery tours and corporate events and to our on-site café, bar & restaurant.

Bolney is at an exciting stage of growth and is offering a fantastic opportunity for a PR and Communications professional to join the team and manage our PR strategy. This is a role with great scope to develop and grow.

## **JOB DESCRIPTION**

<b>TITLE</b>	<b>PR &amp; Communications Senior Executive</b>
<b>LOCATION</b>	Bolney Wine Estate, Foxhole Lane, West Sussex, RH17 5NB
<b>COMPANY</b>	Bolney Wine Estate Ltd.
<b>REPORTS TO</b>	Marketing Manager
<b>RESPONSIBLE TO:</b>	Sam Linter, Managing Director

### **THE ROLE:**

- Manage PR strategy, campaigns and press releases
- First point of contact for press, and responsible for building and nurturing those relationships
- Work in conjunction with external PR agency to deliver the communications plan
- Create initiatives to raise Bolney's profile at trade, consumer and local community level
- Help develop content, and consider the integration of digital and social media alongside any press and media campaigns
- Analyse and track PR campaigns and report results
- Manage day-to-day PR requirements and budget

The ideal candidate will have a strong PR background and a passion for working in the English wine industry.

### **REQUIRED SKILLS AND EXPERIENCE:**

- Minimum 2 years of PR and / or communications experience with proven track record of designing and executing successful public relations campaigns
- Experience speaking with the press
- Proactive and creative thinker
- Solid social media experience



- Confident communicator with excellent writing skills
- Understanding of the wine trade, with a keen interest in wine would be desirable. Willingness to travel if required.

**Job Type: Full Time – competitive salary**

Please send your CV to Charlotte Linter – [charlotte@bolneywineestate.com](mailto:charlotte@bolneywineestate.com)

Only successful candidates will be contacted for interview.