Shape History – PR & STRATEGIC COMMS LEAD

alestrasolutions@gmail.com
Phone :
Web :

Job Summary

Vacancy :
Deadline : Oct 31, 2023
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Employment Status : Full Time
Experience : Any
Salary : £70-85k DOE plus benefits plus bonus
Gender : Any
Career Level : Any
Qualification :

Job Description

Are you a media expert who loves creative and strategy?Do you care about societal and environmental issues? And most importantly, are you ready to make a difference? If you've got experience in PR and a real passion, let's talk.
Shape History, the social impact communications agency, is on the hunt for a PR & Strategic Comms Lead. This needs to be someone that really gets media. What a story is, how to make it sing and how to make sure it lands. The agency has brilliant strategists that come up with incredible insights, a diversity of thought and perspectives that makes their work authentic and delivers impact, but they need someone who can take these campaigns and make them truly shine across media and social.
So who is Shape History? The company partners with organizations tackling humanity's most pressing issues, from climate change to gender equality, health and wellbeing to human rights. Their mission is to create a fairer world through the power of communication. And they live their values too. A registered B Corp and a company that enters its data to both the gender and ethnicity industry pay gap reports - they are committed to creating a fair, representative and equitable workplace, where all perspectives shine.
What You'll Do:
• Media Relations: Forge strong relationships with media outlets and secure earned and paid media coverage.
• Creative Brilliance: Innovate PR and communication strategies, infusing creativity into every step.
• Crisis Management: Prepare for and respond to crises, offering guidance to partners.
• Monitoring & Evaluation: Measure impact and adapt plans based on evidence.
• Active Reading: Stay up-to-date with project-related issues for seizing unplanned opportunities.
• Storytelling & Copywriting: Craft clear and engaging content for various platforms.
• Research & Analysis: Gather insights through research for effective PR strategies.
• Consulting & Workshops: Facilitate workshops and provide training to partners.
Role Requirements:
• Strategic Mindset: Drive impact through purpose-driven strategies.
• Storytelling: Turn complex information into engaging, relevant stories.
• Communication: Excellent written and verbal skills to inspire action.
• Creativity: Fuel captivating campaigns with your creative spirit.
• PR Experience: Proven track record in securing press in various outlets.
• Network of Journalists: Connections in consumer media and national press.
• Project & Time Management: Meet deadlines and manage stakeholders effectively.
• Collaboration: Thrive both in teams and independently, ready for intensive sprints.
• Open-minded: Embrace new challenges beyond your comfort zone.
• Stress Management & Adaptability: Excel in managing complex workloads.
• Clarity & Simplification: Communicate ideas with clarity and impact.
• Proactivity: Take ownership, solve problems, and continue to learn.
• Eye for Detail: Ensure high-quality work before it goes live.
Ready to shape history every day? Drop us a line and find out more.
We are really interested in hearing from candidates that offer varied perspectives and welcome those from diverse backgrounds.
We will try to get back to as many people as possible, but if you don’t hear from us within one week from sending your application, you unfortunately haven’t been successful this time.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits