

JOB DESCRIPTION

Position Title	PR Executive
Reports To	PR Manager
Business Unit	Brand Experience Division
Location	Hammersmith
Date	2018

Position Purpose

The PR Executive is responsible for supporting the PR Manager in the delivery of PR and Influencer strategies cross-divisionally, with a focus on Harrods brand campaigns.

With an in-depth knowledge of the communications industry, including the developing media landscape, the PR Executive will be instrumental in the delivery of Harrods messaging in external publications and outlets. This individual will be expected to nurture strong connections in the industry across print, digital and influencer to the benefit of the business.

Cross discipline and cross category, this individual will bring their knowledge and creativity to deliver market leading PR activations, liaising at briefing stage with the Project Delivery Team to supply relevant knowledge and ensuring relevant assets are requested.

Principal Accountabilities

- Develop, plan and create PR and influencer activations to deliver against the briefs working with the Project Delivery Team.
- Secure substantial Harrods brand feature placement in tier A and tier B titles.
- Responsible for multiple, cross category projects at any one time.
- Build a broad network of contacts across traditional print, influencers and digital.
- Work with the PR Manager to ensure all project documentation and trackers are up to date.
- Work closely and collaboratively with the Project Delivery Team, Performance Marketing and wider Brand Experience Division.
- Nurture and build key relationships with brand contacts.
- Build and deliver a stakeholder mapping plan for Harrods spokespeople to build the profile of key business figures.
- Regularly share industry news and thought leadership.
- Mentor, coach and develop the PR Assistant.

Other

- Key relationships: Work in partnership with Marcomms Project Delivery Team, The Performance Marketing Team, Corporate Affairs, Events Team and wider BED Team.
- To be available for weekend and evening rota shifts as deemed appropriate by the business.
- Flexibility and readiness to adapt to changing priorities.

Key Performance Indicators (KPI's)

- A strong relationship with all key players within the media and key brand representatives.

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- Demonstrate in depth knowledge of the Macro trends and influences to help shape and better campaign delivery and strategy development.
- Deliver substantial and impactful press coverage.
- Ability to meet deadlines managing expectations to deliver better business results.
- Ensure quality and originality of press coverage, events concepts and asset creation.
- Create and develop press and influencer opportunities which support the business.

Competencies

- Integrity and Trust
- Resilience and Composure
- Planning and Organising
- Persuading and Influencing
- Deliver a Great Performance
- Commercial Thinking

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Organisational Relationships

Next Level
Supervisor/
Manager

Your Immediate
Supervisor/
Manager

Positions
Reporting to Your
Manager/
Supervisor

Positions
Reporting to You

Major
Responsibility
Areas of Positions
Reporting to You

