

Job Description:
Press & PR Manager

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| Function: | Transversal  |
| Job:  | Press & PR Manager |
| Position:  | As above |
| Job holder: | Jane Pearson |
| Date (in job since): | June 2021 |
| Immediate manager (N+1 Job title and name): | PR and Campaigns Director |
| Additional reporting line to: |  |
| Position location: | Salford – hybrid working  |
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| 1. Purpose of the Job – State concisely the aim of the job.  |
| To manage the press office, providing specialist PR and media relations advice. Handling both reactive enquiries and proactive opportunities in order to protect and enhance corporate reputation in line with the Company’s strategic objectives, both in UK and Ireland and in line with Group global strategy.To be subject matter expert for all media and PR communications providing guidance, advice and expertise across UK and Ireland business.To support management from time to time of any external agencies and support/ software/ licenses. |
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| 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. |
| Revenue FY13: | €tbc | EBIT growth: | tbc | Growth type: | n/a | Outsourcing rate: | n/a | Region Workforce | tbc |
| EBIT margin: | tbc |
| Net income growth: | tbc | Outsourcing growth rate: | n/a | HR in Region  | tbc |
| Cash conversion: | tbc |
| Characteristics  | * Add point
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| 3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| * Meeting media deadlines and working with difficult journalists
* Working with complex and sensitive information
* Working with multiple internal stakeholders to agree responses and ensure visibility at all levels
* Working within an issues-rich and fast-moving media and communications agenda
* Balancing the needs of competing priorities
* Consideration of how to extend media coverage reach outside the bounds of our usual traditional media
* Proactive thinking which enables us to drive the media agenda, not just follow it – even on complex issues
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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Respond to all media enquiries and prepare written responses within tight deadlines
* Provide advice on media responses and gain relevant approval
* Act as media relations specialist for dedicated segments. This includes understanding their issues, potential risks and opportunities to advise, develop and deliver individual annual segment PR and media relations plans which support the segments’ strategic, business objectives with measurable and agreed outcomes.
* Take responsibility for effective working relationship/management of cascaded press enquiries through a wider team of comms managers where appropriate
* Manage relationship with public sector client
* Provide out of hours crisis support and respond to out of hours media enquiries as required – a team rota is in place for this support so likely to be on-call one week out of every four or five.
* Identify opportunities to promote Sodexo initiatives, news and leadership positively in national, trade and regional media
* Act as PR and media lead on projects and campaigns
* Support the Press & PR and wider team to understand any potential impacts of media/ PR issues/ opportunities within segment or area to ensure strategic planning and management across integrated communications plans.
* Support PR and media relations plans for global, regional and segment projects and campaigns
* Be prepared for managing a crisis; ensuring documentation is up to date; and ensuring you and direct stakeholders have necessary support/ documents to be prepared for a crisis.
* Advise and brief senior management and subject matter experts on how to respond to media enquiries and interview requests including preparation of written briefs, to ensure that agreed key messages are effectively communicated
* Identify media stories and draft press releases where appropriate
* Participate in team brainstorming sessions to contribute to campaign strategy and activation ideas
* Operate as part of an integrated team giving consideration as to how campaigns and news will play out across all external channels including social media
* Research and draft opinion pieces and features for national, regional and trade media
* Draft corporate award entries in collaboration with the wider communications team- advising on messages for a winning entry
* Act as company ambassador at events/ press opportunities
* Identify and develop strong relationships with national and trade journalists and industry counterparts
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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Consistently meets media deadlines on time with approved responses.
* Achieves regular, strong, positive media coverage reflecting corporate strategy of the business and agreed key messages.
* Proactively seeks to resolve inaccuracies or misrepresentations in media coverage.
* Builds a strong network of media contacts.
* Develops strong relationships with and gains respect of regional leadership team and senior management within Sodexo.
* Has identified and exploited PR and media opportunities corporately and for the segments.
* Media relations successfully executed for global and regional projects and in crisis situations.
* Proactively reports on campaign/story/issue performance
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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| **Knowledge, skills and experience*****Essential**** Strong proactive and reactive media relations skills.
* Experience of managing or supporting a press office
* Excellent written and verbal communications skills and attention to detail.
* Good interpersonal skills and ability to deal with people at all levels from senior management level down.
* Crisis and issues management skills, adept at handling sensitive situations.
* Ability to multi-task and to prioritise when working in fast-paced environment.
* Proven track record of providing media and PR advice and guidance to senior managers, and working within a large, complex environment.

***Desirable**** Experience of working in a global business.
* Project planning skills.
* Experience of working in a PR agency environment.
* Experience working in an integrated environment.
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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
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| * Brand Notoriety
 | * Innovation and Change
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| * Rigorous management of results
 | * Resilient and able to work under pressure
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| * Commitment to Sodexo's business aims and values
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| 9. Management Approval – To be completed by document owner |
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| Document Owner | Mel Diamond  |

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