



## JOB SPECIFICATION

### PR COORDINATOR

**LOCATION:** YORK, UK

**SALARY:** UP TO £28K, DEPENDENT ON EXPERIENCE

**REPORTING TO:** MARKETING MANAGER

### BENEFITS

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- Up to 33 days' holiday including bank holidays
- Great flexi-time arrangement available
- Government pension
- Free parking
- Free on site gym
- Free work wear
- On site crèche
- Staff discount
- Car required as not a on public transport route but currently home based due to COVID – subject to change.

### INTRODUCTION

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About Us:

The Insurance Emporium protects many of the passions that make our lives so rich. Whether it's your pets, horses, caravans, weddings or more, our insurance products are designed to work for you as an individual.

We are enhancing our in-house marketing team and are recruiting for a PR Coordinator to work alongside our team based in York.

Candidates must be prepared to work extra hours when workload and priorities dictate.

### DUTIES

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The role will include, but not be limited to, the following duties and responsibilities:

- Develop and implement innovative campaigns that are designed to promote the brand and deliver web traffic and conversions.
- Work with the Market Researcher and Digital Marketing Coordinators to develop relevant insights from the business and the public which will create interesting and shareable content.
- Place articles in major publications, online third party websites and social media.
- Promote blogs and articles to other reputable and trusted websites requesting backlinks from their relevant content.
- Build and maintain relationships with key media (both on and offline) to ensure that all PR campaigns are attractive to both publishers and consumers.
- Compile regular, up-to-date media lists, targeting contacts and publications who are in line with the company's values and proactively seeking opportunities for exposure.
- Generate PR activities with associated third parties the company is working with such as charities and environmental organisations.
- Track, measure and report on the effectiveness of PR by producing monthly PR reports.
- Be the first point of contact for press and media enquiries.



## JOB SPECIFICATION

### SKILLS AND EXPERIENCE

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#### What you will need:

- Demonstrable experience in PR relations.
- 3 years' experience in PR preferable.
- Excellent writing and verbal skills.
- Strong ability to develop relationships.
- Strong negotiation and persuasion skills.
- Creativity and strong interpersonal skills are essential.

**Please note that the successful candidate will be required to undergo a Basic DBS check**