

Job Description

Job Title: PR Executive

Location: Abingdon - HO

Department: Marketing

Position Reports To: Head of Marketing

Company Overview

Gigaclear is a high growth company delivering fibre-optic broadband to underserved rural communities in England. Started in 2010, the company is expanding rapidly across England. With head offices based in Abingdon, Oxfordshire and a significant proportion of staff based in the field Gigaclear currently has over 280 employees and is pursuing ambitious growth plans.

Our Marketing Services Team supports all our marketing activity with the production of relevant and high-quality collateral.

Purpose of the job

This role is to manage the PR and Communications strategy for the organisation by working closely with the marketing team, retained agency and other stakeholders within the business.

Key Accountability & Responsibilities

- Be a point of contact for media contacts
- Plan, draft and distribute press releases to the local and national media as appropriate
- Contribute to the wider communications plan by creating and maintaining a press release schedule and plan of activity
- Develop & maintain relationships with key media
- Contribute to the ongoing review and creation of communications plans and strategy
- Manage key internal stakeholders
- Report monthly on progress against targets using industry standards

Knowledge & Skills

- Excellent copywriting and proofreading skills are essential
- Ability to organise, plan and manage their own time is essential
- Ability to work independently and within a wider team
- Understanding of the build process/engineering process and fibre networking technology
- Excellent verbal and written communication skills
- Self-motivated

- Ability to manage stakeholders effectively and efficiently

Qualifications & Accreditations

- 2+ years' experience in PR either inhouse or agency
- Previous experience in a Telecoms or Technology company would be an advantage.
- A marketing related qualification and/or degree would also be desirable but is not essential.

Our Values

Find a way - we will work together to deliver market-leading solutions and provide customer service excellence to our communities

Do the right thing - we always base our decisions on what we believe is fair, considerate and in the best interest of our customers and our colleagues

Be committed - we are all accountable for our actions and work relentlessly with our many customers to deliver on our promises

Keep it simple - we take potentially complex and confusing information and we make it easy for everyone to understand

This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may be varied (after discussion), subject to the needs of the business and in keeping with the general profile of the role.