

PR Executive

Title: PR Executive
Department: Marketing
Reports to: Head of Marketing
Hours: Full Time (37.5hrs)

Role description

The key role of the PR Executive is to creatively promote YouGov research and products through our communications strategy. This position will work in collaboration with market research teams, and sit as part of the marketing team. The PR Executive will be expected to write through a variety of mediums, including general releases, sector specific release, emails, articles and commentary to present on the website and various other marketing channels.

Placement and distribution of the releases is a major part of the role and therefore relationships with journalists and publications to ensure appropriate coverage. Securing media interviews for designated YouGov experts through all media channels are also part this strategy.

The role will include content research, creative writing of a product or brand for promotional purposes, and analysis of visuals for best content. The PR Executive must have creative instinct, be organised, work well under pressure, and communicate clearly within a team environment.

Social media is an integral part of the communications strategy so an understanding of adapting headline copy to attract attention in 140 characters is key as well as exploiting other social media channels.

The role will work in conjunction with the Political & Social team developing ideas and content for bespoke pieces to be put into the public domain.

Key Responsibilities

- Discussing, brainstorming and planning YouGov's core message with colleagues
- Writing copy options.
- Modifying copies according to needs.
- Presenting initial ideas to develop.
- Meeting with other professionals to discuss projects.
- Deal with journalist queries as a Press Office contact

Skills required

- Have high attention to detail.
- Be creative.
- Be able to work with a team.
- Be self-motivated and proactive.
- Creative copywriting skills
- Understanding of social media particularly twitter
- Communication skills across departments and organisation levels.
- External relationship building
- Good interpersonal skills.
- Good business sense.
- Be able to work to strict deadlines.
- Have good research skills.
- Be able to deal with criticism

Personal attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

Education and qualifications

- Ideally a graduate with a degree in one of the following: English, media, journalism, marketing (or a related subject).
- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.