



PR EXECUTIVE

(UK)

JOB DESCRIPTION

Title: PR Executive

Salary: £22,000 - £30,000 DOE

Location: London, UK with occasional travel

The aim of your role

As PR Executive, you'll be responsible for connecting Built Visible to the marketing and business community.

You will be looking to build awareness of our brand by winning coverage, article placements and expert input to marketing journalism both on and offline by winning the trust of publications through continuous demonstration of our credibility.

As PR Executive, you will be a strong and very confident communicator. You will relish new networking opportunities and you will be able to showcase our work portfolio well.

RESPONSIBLE TO: Creative Manager

Responsible for:

1. Monitoring for new opportunities to get mentions of the Built Visible brand in the marketing, digital and business press
2. Establishing new relationships with journalists in the digital press
3. Creating, pitching ideas and relevant article concepts to publications and seeing these through to completion, promoting them via our own social profile
4. Facilitating the creation of new content, studies, guides and or videos for Built Visible to be promoted to the digital marketing or business press
5. Contributing to our social media presence as and when we win coverage or awards online
6. To discover relevant awards, creating your entries and submitting on an on-going basis
7. To discover, and pitch new conference speaking opportunities
8. Meeting with the Founder on a fortnightly basis with a progress report
9. Manage internal “Forum Friday” bookings ensuring regularity and diverse, useful content