

private & confidential

Role Description



PR Manager

For further information please contact:

James Green

T. 020 7340 6498

M. 07860 400 326

james@ellwoodatfield.com



Job Title: PR Manager

Reporting to: Group Head of Public Relations

Salary: £50,000 - £55,000 + Benefits

Location: London

Website: <http://olamgroup.com/>

The organisation

Olam International's team of 70,000 full-time, seasonal, contract and temporary employees work to bring essential agricultural products to homes around the globe every day. They are a leading agri-business operating in 70 countries, supplying food and industrial raw materials to over 23,000 customers worldwide.

At the heart of Olam's business plan sits a commitment to responsible growth. They ensure profitable growth is achieved in an ethical, socially responsible and environmentally sustainable manner. Only by ensuring this is an integral part of their business model can they deliver long-term value for all stakeholders.

The opportunity

The role is based in London in the Global Corporate Communications team, an exceptionally fast-paced environment working with colleagues across different time zones, so you need to be smart and efficient in your approach, able to juggle priorities and have a keen eye for detail and accuracy. It's definitely not a role for the faint-hearted but it's genuinely fascinating and rewarding, getting to the heart of some of the world's biggest development issues.

Responsibilities

- Help set the proactive communications strategy, and drive delivery against goals
- Manage the PR press office and build strong journalist relationships
- Manage the wider PR calendar including awards, speaker platforms etc
- Build relationships across the business to dig out stories, interviewing colleagues to draft succinct press releases, op-eds, blogs, case studies and other relevant, compelling and memorable content to be distributed/placed internally and externally across social and traditional media
- Draft, edit and oversee the production of marketing tools such as printed and e-newsletters

- Help manage overseas press trips
- Provide communications toolkits and advise colleagues in other countries with communications outreach
- Use initiative to maximise ad hoc opportunities
- Work collaboratively with the Digital, Brand and Internal Communications teams
- Support the Head of PR to deliver media and presentation training
- Support the Head of PR in monitoring and evaluation

Requirements

- Corporate/B2B PR experience coupled with some consumer PR across all channels
- Smart-thinking with a ‘nose for news’, preferably within a fast-paced B2B environment
- Excellent command of English and highly proficient writing skills, including the ability to adopt the appropriate tone of voice according to the target audience
- Strong experience of how to marry news angles, key messages and business objectives such that the reader remains engaged - a ‘journalist mindset’ coupled with business aptitude
- Solid media relations experience across international business and sustainability titles, with experience of organising press visits, drafting supporting materials from Q&As to factsheets
- Strong understanding of social media channels and experience of creating impactful owned content campaigns for stakeholders
- Experience in managing third party suppliers
- Knowledge of agri-supply chains and related sustainability issues is a bonus
- Knowledge of French, Spanish or Portuguese are a bonus

Person specification

- Smart and astute thinking to find the best solution quickly
- Able to build relationships across the cultures, geographies and time zones
- Team player, capable of working in a highly collaborative environment
- Passion, energy, drive and commitment
- Proactive ‘can do’ attitude
- Able to work under pressure and to deadlines, while juggling multiple projects
- Takes ownership / accountability and takes initiative
- Attention to detail
- Creative

Contact

Ellwood Atfield is Europe’s leading executive search consultancy specialising in the corporate affairs, communications and sustainability functions. We are delighted to be working in partnership with Olam, supporting their growth through identifying, evaluating and securing the modern blend of skills required where performance, purpose and reputation meet.

Examples of our work include:

 <p>Global Head of Communications</p>	 <p>Director of Sustainability & Food Security Senior Manager of Livelihoods</p>	 <p>Director of Global Cocoa Sustainability</p>	 <p>Director of Sustainability Communications</p>	 <p>Director of Sustainable Sourcing</p>
 <p>Group Director of Communications</p>	 <p>Head of Communications</p>	 <p>VP of Communications & Public Affairs</p>	 <p>Chief Sustainability Officer Talent Mapping</p>	 <p>World Business Council for Sustainable Development Director of Communications</p>



James Green specialises in media relations and corporate communications recruitment. James recruits mid to senior communications professionals into prestigious organisations, across a range of sectors and specialisms.

James Green

T. 020 7340 6498

M. 07860 400 326

james@ellwoodatfield.com