

private & confidential

Role Description



PR Manager

For further information please contact:

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Job Title:	PR Manager
Reporting to:	Director of Member Services and Engagement
Salary:	£Competitive
Location:	London
Website:	https://landlords.org.uk/

The organisation

The National Landlord Association is the UK's largest membership organisation for private residential landlords, supporting and representing over 30,000 members.

NLA members range from full-time landlords running property portfolios to those letting single bedroom flats. Whatever their status, most landlords face the same regulatory and legal challenges, with over 100 Acts of Parliament and 200 sets of regulations governing the private residential lettings sector.

The NLA helps members navigate these challenges and offers some of the most comprehensive learning resources and market-leading intelligence available in the sector. The NLA seeks a fair legal and regulatory environment for both landlord and tenant, and actively lobby the government on behalf of members.

The opportunity

The purpose of the role is to promote the NLA as the leading landlord organisation in the Private Rented Sector with the media and external stakeholders. The job holder will lead and manage the PR and Media team, coordinating a busy press office, and working to protect the organisation's reputation.

Main responsibilities

- Lead and manage the work of PR team
- Develop strategies to promote the NLA in the media and with external stakeholders
- Work collaboratively to support the delivery of NLA's corporate strategy
- Manage the reputation of the organisation and work to position it as a thought leader in the property sector
- Monitor and analyse performance

Job content

Lead and manage the work of the PR team

- Manage a busy press office and the NLA's reactive media output by coordinating written responses to enquiries, or setting up interviews to provide an efficient service
- Manage the NLA's proactive media output (job content listed under point 2 and 4 below)
- Set team objectives in line with the Director of Member Engagement, and provide necessary support to help the team achieve its objectives
- Forecast PR/ Media budgets, oversee expenditures and identify ways to optimise performance and find value for money

Develop strategies to promote the NLA in the media and with external stakeholders

- Lead and create PR and media strategies and tactics to deliver campaign priorities with maximum impact, in order to raise the public profile of the NLA
- Seek ways to improve the NLA's digital engagement including coordinating the production of the NLA's podcast
- Identify issues on which the NLA can comment and develop and leverage strong relationships with target media as well as media influencers across personal finance, consumer affairs, property and regional news desks

Work collaboratively to support the delivery of NLA's corporate strategy

- Provide regular updates for colleagues on the NLA's media exposure and the work of the PR team
- Ensure the team is able to provide promotional support across the NLA, including the work of NLA Regional Representatives and events promotion
- Advise and prepare the CEO, and other spokespersons for the NLA, on all matters relating to dealing with the media
- Develop strong relationships with key colleagues in other teams and departments to identify regular media opportunities
- Feed into the production of the NLA's programme of research, working primarily with Policy and Practice team and the Marketing team to ensure the NLA has newsworthy content that will pique interest in the organisation and drive traffic to its engagement channels
- Feed in to the planning and production of the NLA's content strategy, helping to ensure NLA style and tone of voice is consistent throughout all communications channels

Manage the reputation of the organisation and work to position it as a thought leader in the sector

- Develop, design and deliver a Thought Leadership programme of work that positions the NLA as a thought leader in the property sector and beyond.
- Undertake horizon scanning to identify issues that could lead to reputational risk or damage for the NLA
- Manage internal and external communications for the organisation, and ensure it is prepared to move quickly and effectively, in a crisis situation
- Manage the re-launch of the podcast under the NLA brand

Monitor and analyse performance

- Monitor and analyse the performance of the PR team and provide regular updates to the Director Member Engagement on the work of the team, including planned activities, progress so far, any risks, budgets etc.
- Produce monthly reports on progress, including competitor analysis, to the Senior Leadership Team and the Board of Directors
- Challenge team members to push the boundaries, and seek to improve their skills and professional development through one-to-one meetings, annual PDRs and specific training

Additional duties

- Manage all NLA media relations activity out of hours (evenings and weekends if required).

Context

Operating Environment

The post holder works and reports to the Director of Member Engagement who reports to the CEO.

Framework and Boundaries

General company policies and procedures provided by the Company and through the job description for this particular post.

Working relationships

- A) Accountable to - Normal regular contact with the Director of Member Engagement to exchange information and confirm work progress and be advised of future requirements and priorities.
- B) Accountable for - Media and PR Executive
- C) Contacts:
 - i) Peer Group - Fellow managers
 - ii) Internal - all staff at Union Street.
 - iii) External - Media, Public, Members, Publishing agency, members and non-members, media (inc. print, broadcast, electronic, specialist, consumer), PR agencies, trade associations/professional bodies, white-label providers, Recognised Suppliers, other landlords and letting agents, tenancy deposit protection providers, Government press offices, other partner organisations, local authorities, housing charities.

Key skills and experience required

- Corporate / B2B PR experience coupled with some consumer PR across all channels
- Analytical, with the ability to identify interesting angles, and respond intelligently to changes in the environment
- Excellent command of English and writing skills, including the ability to write forward-thinking, engaging and authoritative content in line with the corporate tone of voice
- 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
- Knowledge of the Private Rented Sector is desirable
- Experience within a membership organisation and an understanding of how to navigate complex stakeholder groups would be beneficial
- Postgraduate level or PR qualified or both
- Strong analytical skills - able to grasp complex issues and understand the problem from all perspectives - internal and external.
- Track record of generating profitable growth through marketing activities
- Knowledge of PRS sector - Desirable.
- Experience within a quality subscription or membership environment - Desirable
- Successful track record of product development and its processes.
- IT literate, Microsoft Office, internet and email.
- Numerate, Flexible, able to work on own initiative and part of a team.
- A minimum five years’ experience in media relations, PR or campaigns.

- Proven ability to handle sensitive issues in a professional manner, confidentially and to deadlines.

Competencies

- Communication skills
- Leadership and influencing skills
- Management control
- Staff development
- Adaptability

Job challenges

- Meeting changing business priorities and deadlines
- Managing multiple stakeholders

Additional information

The post holder must be proactive and self-prioritising within the scope of the post. The ideal candidate will work in a professional, friendly and confident manner at all times and be able to work to deadlines.

Contact



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.

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