



HEADLINES

Title: Communications Manager

Location: London

Reporting to: Strategic Affairs Director

Website: www.ukhospitality.org.uk/



LETTER FROM CEO, KATE NICHOLLS OBE

Dear Candidate,

Thank you for your interest in applying for our exciting new Communications Manager role here at UKHospitality - the voice of the UK's third largest private sector employer.

Our membership of c.770 companies range from FTSE 100 enterprises to single-site operators, operating around 70,000 venues, including coffee shops, hotels, serviced apartments, pubs, restaurants, leisure parks, nightclubs, contract caterers, entertainment, stadia and visitor attractions.

We work with government, the media and the public to develop a robust case for unlocking the industry's potential as the biggest engine for growth in the economy and ensure that the industry's needs are effectively represented.

As we look to secure recovery and growth, we are expanding our team with this new Communications Manager who will have the opportunity to provide and enhance a public voice for a high profile organisation with a clear strategic forward vision. If you have excellent media relations skills, an excellent writing style and have previously worked in a membership organisation then we would be keen to hear from you.

In return, you will be working with an ambitious, talented and affable team, working in a sector renowned for its sociability and – unsurprisingly – hospitality.

If you are ready for an exciting new opportunity in a growing sector working, then we look forward to hearing from you.

Best wishes,

Kate



WHAT IS UKHOSPITALITY?

UKHospitality is the agenda-setter of the hospitality industry in the UK. The Communications Manager candidate must be mindful of ways to maximise our growth and, in turn, the products and services UKH provides to its members. The Manager will work with and provide support to the CEO, the wider communications team and UKH expert advisers.

This role accounts directly to the Strategic Affairs Director and will engage primarily with external audiences through media output and, to a lesser extent and where appropriate, with membership via member communications methods.



KEY RESPONSIBILITIES

- Ensuring comprehensive, timely, day-to-day, relevant output to convey the UKH's policy, membership, media (trade and national) and any other relevant audience messaging via press releases, reactive and proactive comment, and placed articles
- Planning output and timing of the above
- Coordinate, nurture and maintain positive and constructive relations with key media contacts
- Inputting into UKH member communications, including 'lines to take', issuing comment and crafting messages from the CEO and other staff members as appropriate
- Forward planning media responses and articles in order to co-ordinate activities with other members of the Comms team and external consultants
- Managing requests for media appearances for the CEO and/or other team members
- Managing activities with relevant external consultancies/agencies as directed
- Editing and inputting into UKH's publications and reports
- Assisting in preparing comms team reporting to Board and Council



KEY RESPONSIBILITIES Cont.

- Oversee the UKH media database(s)
- Coordinate with membership and events team colleagues to ensure that media output is timely and consistent with UKH commercial agreements
- Representing UKH, when directed, at relevant stakeholder meetings (within and/or outside of membership)
- Working with colleagues to ensure that the UKH website content is appropriately worded, reviewed and updated
- Creating and editing content, forewords, and copy for UKH's thought leadership and commercial publications
- Working with colleagues and external agencies to assist and input into the content, timing and targeting of UKH's (and partners') communications campaigns
- When appropriate, to produce materials and/or plans for comms output for the UKH newsletter, or other updates
- Assisting the team in providing absence/holiday cover for social media manager's



KEY SKILLS AND EXPERIENCE

- Excellent understanding of the UK media landscape and building relationships with media contacts
- Previous experience of working with senior internal stakeholders
- Excellent written communication skills and ability to write in different styles when needed
- Previous experience of working in a membership organisation



NEXT STEPS

Ellwood Atfield recruits for organisations that are seeking to influence their external environments.

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, public and regulatory policy, and media relations.

Following interviews with Ellwood Atfield successful candidates will be invited for interview with the UKHospitality.

We are committed to diversity and proud that, in acting for our clients, we select candidates regardless of race, sex, sexual orientation, disability, religion or belief, being or becoming a transsexual, being pregnant, married or in a civil partnership and age. Please contact Jules Shelley for an initial discussion.



Barry specialises in the recruitment of health and life sciences professionals in public affairs, policy, media and communications. He primarily works with those in mid to senior level roles.

He started his career in a public affairs agency before moving to Parliament where he was a Political Adviser and Researcher for a Secretary of State. He subsequently worked in the corporate and public affairs teams at the British Retail Consortium and the National Housing Federation.

Barry has an encyclopedic knowledge of MPs and their constituencies garnered from his election campaigning across the country. He holds a BA (Hons) in Politics from the University of Warwick.

UK Hospitality Communications Manager



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