



**Job Title**

**PR & COMMUNICATIONS MANAGER**

**The Company:**

Wendy Wu Tours is the UK and Australia's market leading and award winning China & South East Asia specialist tour operator.

The company specialises in escorted and tailor made tours and its source markets are currently the UK, Australia, New Zealand, S Africa and USA. The company also owns its Destination Management Company in China with offices in Xian, Beijing and Shanghai.

The UK business and Global hub of the company runs out of prestigious offices in the popular business area of London Bridge.

**The Role:**

The company is seeking a highly skilled and energetic individual with a strong background in PR and marketing communications to nurture and grow a strong media network, increase awareness of the business and develop an enviable corporate image by developing and executing an effective communication and media relations strategy for the UK business.

**Primary Functions:**

- Develop a marketing communications plan including strategy, goals, budget and tactics and present to the senior management team for approval.
- Develop a marketing relations strategy that encompass print, broadcast and online media.
- Coordinate all public relations activities
- Leverage all existing media relationships and cultivate new ones within the travel industry and/or any other appropriate industries
- Manage all media enquiries and interview or statement requests
- Create relevant content for press releases, social media platforms and any keynote presentations delivered by key senior staff within the business
- Monitor, analyse and report all PR results on a monthly basis to the senior management team
- Seek and recommend opportunities for partnerships, sponsorships and third party relationships that promote the business
- Grow industry awareness of the UK business and its key senior staff by regular rotated communications across all media platforms
- Maintain and report a good understanding of industry trends and make appropriate recommendations regarding communication strategy surrounding them

**Secondary duties:**

- Planning, developing and implementing PR strategies for the UK business
- Regularly communicating with colleagues and key spokespeople within the business
- Liaising with, and answering enquiries from media, individuals and other relevant organisations

- Researching, writing and distributing press releases to all targeted media
- Collating, analysing and reporting on all media coverage
- Provide internal support for any in-house magazines (Chinese Whispers), case studies, senior staff public speeches and annual reports
- Devising and coordinating photo opportunities
- Organise events including press conferences, press trips, brochure launches, etc.
- Maintain and update a central database of relevant journalists, bloggers and any other VIP personalities
- Sourcing and managing sponsorship opportunities
- Commissioning market research
- Managing the PR elements of a crisis situation
- Contribute towards content and copy writing across the business where required.

**Person Requirements:**

- BA/MA degree in marketing, communications, PR or a related discipline
- Minimum of 5 year proven working experience in Marketing Communications or PR
- Proven track record of devising and executing successful PR campaigns
- Strong relationships across all media platform editors both online and offline
- Exceptional content writing and editing skills
- Experience with social media campaigns and blogging across all platforms including Facebook, Twitter, Instagram, LinkedIn, etc.
- Strong event planning and management experience
- Excellent communication, team work and interpersonal skills
- Excellent organisational and time management skills with the ability to multitask
- High level of travel industry awareness

**22-03-2017**