



SUDELEY CASTLE  
& GARDENS

**JOB DESCRIPTION**

**Position: PR & Communications Executive**

**Primary responsibility**

This role is responsible for Sudeley Castle's media planning; the delivery of proactive and reactive press materials and content; management of all communications with the press; copy writing, media monitoring and evaluation. The post holder will also support the Marketing Manager and other staff by creating campaign and event copy, and other collateral as necessary.

**Key Responsibilities:**

- Create and deliver a press and communications strategy to maximise the profile of Sudeley Castle and showcase the full breadth of our activities including public events; group visits; membership scheme; trading; and corporate and private hire offer.
- Write press releases, and pitch features including interviews, blogs and reviews to journalists – proactively seeking and responding to coverage opportunities.
- Run press nights and PR launches, and co-ordinate photo/filming shoots.
- Develop excellent relationships with local and regional media; photographers; bloggers, influencers and any freelance PR's and agencies.
- To work collaboratively with other team members to develop creative and integrated press campaigns in support of marketing and events initiatives and projects.
- Assist with content for marketing collateral including leaflets, e-newsletters, advertorials etc. where required.
- To work closely with the Marketing Manager to develop a strategy to promote the Sudeley brand and strengthen the Castle as a destination across a variety of sectors.

**Other:**

- Ensure that any Health and Safety responsibility is carried out as required in the relevant areas of work, by ensuring safe working practices are adhered to.
- Demonstrate an awareness and understanding of Equal Opportunities and Diversity, showing respect, consideration and sensitivity to people's needs in all contact with customers, colleagues, other agencies and stakeholders.
- Ensure that any information created, received, acted upon or passed on is accurate.
- Undertake any other duties and assist other areas of the Sudeley Castle operation as directed.