# PR, Events, & Insights Manager

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| Job title | PR, Events & Insights Manager | Job family | Marketing – Brand & Product |
| **Grade** | TBC | **Reports to** | Brand & Product Marketing Director |
| **Location** | Hybrid – Peterborough and Watford | **Team size** | 1 – Social Media Manager |

| About the role: |
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| The PR, Events, and Insights Manager sits within the Brand and Product Marketing team, that forms one of the four pillars of marketing (**Brand**, Product Marketing, Demand generation and Marketing operations). It is part of the Zellis BU marketing team.  This is a crucial role in shaping the company's public image day-to-day and at key events, driving awareness and business within our target markets. This role will be responsible for developing and executing strategic PR and communication campaigns, managing media relationships, leading events activity. It must ensure consistent messaging across all communication channels. Additionally, the role requires monitoring industry trends, conducting competitive analysis, and building relationships with key industry analysts to enhance the company's position in the market.  The role will translate complex technical concepts into compelling narratives, foster strong relationships with media and analysts, and support the broader marketing team with data-driven insights to elevate the company’s brand and reputation.  The role will manage the PR agency, be responsible for crisis communication and manage our analyst relationships. |
| **Role accountabilities and responsibilities:** |
| **In this role your key responsibilities will be:**   * **PR Strategy & Execution:** Develop and implement PR strategies to boost brand visibility, manage media relations, and drive coverage for the company, it’s products and leadership * **Media Relations:** Build and maintain relationships with key journalists, publications and influencers to secure positive press coverage and manage media inquiries * **Analyst Relations:** Cultivate relationships with industry analysts, ensuring the company’s representation in reports and rankings, and coordinating briefings * **Content & Messaging:** Create clear, compelling narratives and press materials that align with the company’s value proposition and messaging * **Market & Competitive Analysis:** Monitor industry trends and competitor activities, providing strategic insights to inform PR and marketing efforts * **Lead Events:** Lead the team at key industry events where we may be simultaneously launching new product features or campaigns thereby maximising PR opportunities to enhance brand exposure and thought leadership. * **Cross-functional Collaboration:** Work closely with marketing, product marketing, and executive teams to ensure alignment of PR strategies with company objectives * **Crisis Communication:** Lead crisis communications efforts to safeguard the company’s reputation during challenging situations * **Reporting & Analytics:** Measure and report on the effectiveness of PR and analyst programs to assess impact on brand perception   These responsibilities drive the company’s PR efforts, enhancing visibility and reputation.   * Bottom of Form   **Essential Skills/behaviours:**   * **Strong Communication:** Excellent verbal and written communication skills, with the ability to craft compelling narratives and manage media relations. Ability to show 5+ years of PR agency management that has resulted in coverage in key publications. * **Relationship Building:** Proven ability to build and maintain relationships with journalists, analysts, and key stakeholders. Show how the relationships have positively impacted the PR strategy. * **Strategic Thinking:** Ability to develop and execute PR strategies aligned with business objectives, while staying ahead of industry trends * **Project Management:** Skilled in managing multiple projects (PR and events), meeting deadlines, and coordinating across teams. * **Analytical Skills:** Strong ability to analyse media coverage, market trends, and competitive activity to inform decisions. Show how the coverage trends have been impacted by PR plan. * **Adaptability:** Ability to pivot quickly in response to changing market conditions and PR challenges. * **Problem-Solving:** Proactive in identifying issues and finding effective solutions, especially in crisis communication. |
| **Special circumstances / Other requirements e.g. travel requirements, working arrangements etc** |
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| About Zellis Group |
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| We are Zellis Group. The UK and Ireland’s leading provider of HR, pay, reward, analytics and people experiences.  Zellis Group consists of three companies - Zellis, Moorepay and Benefex - who provide services to different customers and have the autonomy to design and deliver products to meet their unique needs. We are three distinct and successful businesses, but there is power as a group.  Our overall purpose is to *power exceptional employee experiences so you and your people do better*.  **Our history**  We have over 50 years of heritage and industry experience – and we’ve been ahead of the curve throughout.  More than half a century ago, we were founded as Peterborough Data Processing. Quite a lot has changed since then – not least our name.  We were acquired by Northgate, becoming NorthgateArinso in 2007 and NGA Human Resources UK and Ireland in 2014, where we were joined by Moorepay. In 2018, the UK and Ireland division was sold to Bain Capital and now we operate as a standalone company.  After acquiring Benefex, we’re now even better equipped to serve the complex needs of our customers.  In September 2020 we launched Zellis HCM Cloud, the exciting next evolution of ResourceLink, our flagship payroll and HR solution.  **We’re proud of our culture**  At Zellis we work hard to create a culture where people want to join, belong to, and be part of a progressive organisation. We’re committed to recruiting and retaining a diverse and inclusive workforce that is representative of the customers we serve and the communities we operate in.  **Our values,** which were defined with input from all of our 2,000 colleagues, are not empty words on a poster. They reflect who we are, and how we operate as a business.  A screenshot of a computer  Description automatically generated |

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