L&Q Group

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| **Role title** | PR and Events Coordinator | | | | | | | **Date** | | 11/1/2022 | |
| **Reports to Title** | Head of Marketing / PR & Events Manager | | | | | | | **Version** | | 1 | |
| **DBS Disclosure Required:** | **Yes** |  | **No** | **√** | **Standard** |  | **Enhanced** |  | **Enhanced +** | |  |
| **Responsibility for End Results** | | | | | | | | | | | |
| PurposeTo coordinate, manage and promote L&Q’s PR & events within Development & Sales, assisting the PR & Events Manager across all developments to ensure timely, effective, and efficient promotion of all development schemes through media relations, local and high-profile industry events and awards. To coordinate the successful delivery of PR campaigns to support sales targets in line with L&Q’s corporate communications strategy. | | | | | | | | | | | |
| **Key Responsibilities / Deliverables:** | | | | | | | | | | | |
| **Main Accountabilities:** List the major activities or functions necessary to achieve the job’s end results. The percentage of time spent on each of these should add up to 100%. | | | | | | | | | | | ***Time***  ***(%)*** |
| 1. Leadership and management including customer service/ values –   Coordinate the PR & Events for all new build developments; across both private sale and Shared Ownership. Assist and work alongside the PR & Events Manager to ensure KPI’s are met to help the division achieve set sales targets. Coordinate agencies and stakeholders to deliver PR & Events as agreed for each development. Collate all case studies and ensure these are promoted to constantly improve L&Q’s brand awareness and generate positive PR. Work alongside PR & Events Manager to deliver high quality events within budget, on a development specific level but also for the division. Deliver excellent customer service in line with L&Q’s values. | | | | | | | | | | | 20 |
| 1. Strategy/ achieving objectives –  * Assist with the writing and sign-off approval for press releases and PR collateral across entire sales pipeline * Assist with developing and implementing content for development news page, yammer, intranet and updating the customer testimonial landing page * Track and archive press clippings on Trello board, via PR agencies updates, for monthly department reporting * Manage customer testimonials, from liaising with the sales team, to coordinating with videographers/photographers and assist with editing of promotional films to uploading to social channels and website. * Manage case study library and share with Brand via Sharepoint. Share soundbites on social channels, Homeviews and wider team. * Assist with competitor research and collate potential ideas and content as best industry practice. * Assisting with onsite event management including the Share to Buy & annual Homebuyer event. Collating and writing reports on all events, evaluating their effectiveness against key objectives. * Liaise with external consultants and agencies to support public relations activities. Attend monthly meetings with internal and external stakeholders. * Support PR manager with award submissions, presentations, events and PR collateral. * PR administration tasks, including updating PR content planner, weekly PR updates, raising Purchase Orders, updating presentations, collating data for monthly reports and provide general administration support to the PR Manager. | | | | | | | | | | | 20 |
| 1. Working with others – internal - Work collaboratively with all team members. Liaise with the sales & marketing team to ensure good leads are generated for case study content and PR opportunities. Regular liaison with the in-house Communications team to generate and implement ideas and position L&Q as a leader in our field. Look for opportunities to enhance Development & Sales reputation to internal stakeholders. | | | | | | | | | | | 20 |
| 1. Working with others – external – Develop, maintain and influence relationships with key stakeholders and partners, including third-party liaison with PR agencies, other RSL’s, Local authorities and Private Developer’s, keeping a detailed up-to-date database of all key personnel.  Develop, promote and maintain comms protocol with key partners to ensure these remain on message. | | | | | | | | | | | 20 |
| 1. Budgetary responsibility – Contribute towards the control of the PR budget, under the guidance of Head of Marketing and PR & Events manager. | | | | | | | | | | | 5 |
| 1. Compliance - Ensure H&S, regulatory & governance compliance for areas under the job holder’s control. | | | | | | | | | | | 5 |
| 1. Records and systems - Maintain the necessary relevant L&Q records and systems. Support the Head of Marketing and PR & Events Manager on all reporting. Run monthly monitoring reports and respond to ad hoc requests for information. | | | | | | | | | | | 5 |
| 1. Risks - Manage risks associated with areas under the jobholder’s control. | | | | | | | | | | | 5 |

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| **Financial Responsibility:** Enter below any revenue, operating or capital budgets for which the role is accountable. | | | |
| Contribution towards management of the PR& Events budget working alongside the PR & Events Manager | | | |
| **People Responsibility:**  Indicate below the number of employees for which the role has supervisory / management responsibility. If the number varies, indicate an average or a range. | | | |
|  | | ***Direct Reports*** | ***Indirect Reports*** |
| **Total** **Employees** | | 0 | 0 |
| Please list below any outsourced service providers that are managed by the role (e.g. payroll), or any functional / project management responsibilities. | | | |
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| **Technical Knowledge/Skills** | | | |
| List of technical knowledge/ skills required to successfully perform the job role; including professional qualifications | | | |
| * Degree or qualification in a relevant discipline - **Desirable**. | * Good analytical and visualisation skills, Excellent attention to detail and written and oral communication skills **- Essential** | | |
| * Demonstrable experience in marketing, events and PR – **Desirable**. | * Demonstrable collaboration, stakeholder management, negotiation and influencing skills - **Essential** | | |
| * Commitment to providing high levels of customer satisfaction and demonstrable experience in working positively in customer facing environments – **Desirable** | * Experience of proof reading and writing engaging copy that meets the needs different audiences and stakeholders – **Essential** | | |
| * Basic experience with desktop publishing and graphic design tools. Proficient in Word/Excel/Powerpoint – **Desirable** | * Good project co-ordination and time management skills and the ability to multi task and meet deadlines - **Essential** | | |
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| **L&Q Values** | | | |
| These are our guiding principles. They describe how we deliver our mission and vision through our behaviours and actions. | | | |
| **People** | | | |
| * We care about the happiness and wellbeing of our customers and employees | | | |
| **Passion** | | | |
| * We approach everything with energy, drive, determination and enthusiasm | | | |
| **Inclusion** | | | |
| * We draw strength from our differences and work collaboratively | | | |
| **Responsibility** | | | |
| * We own problems and deliver effective, lasting solutions | | | |
| **Impact** | | | |
| * We measure what we do by the difference we make | | | |

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| **Other** |
| * Commit to supporting L&Q’s environmental policy and social mission * I will comply with all L&Q Health and Safety policies and procedures and commit to working towards best practice in the control of health and safety risks |