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<b>Job Title</b>	<b>Senior PR Manager</b>
<b>Reporting to</b>	Director of Marketing and ECommerce
<b>Department</b>	Marketing
<b>Date created/revised</b>	March 2019

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### **Company Overview**

Cosmos Tours Ltd is part of the Globus Family of Brands, an international travel company with over 90 years' experience of providing touring and river cruise holidays. The UK arm of the company started trading in 1961 and offers a fantastic choice of worldwide escorted tours, river cruises and tour/cruise packages. Our holiday brands are Cosmos ([www.cosmos.co.uk](http://www.cosmos.co.uk)), Globus, and luxury river cruise operator, Avalon Waterways ([www.avaloncruises.co.uk](http://www.avaloncruises.co.uk)).

### **Aim of the Role**

The Senior PR Manager is responsible for the planning and implementation of consumer and trade PR for all brands. The purpose of the role is to increase and maintain awareness of our brands among journalists, influencers and bloggers, and to generate as much editorial coverage as possible in order to keep our brands front of mind. The role also provides media crisis management to include reactive PR in the case of low water, terrorist or crash incidents, extreme weather, strikes and social media/online campaigns against the company. The postholder will work closely with the Marketing and Sales teams to keep abreast of promotional campaigns, launches and other initiatives that we wish to promote through the press. Arranging and hosting press trips and events are a key strand to the role. The postholder will be very well-connected in the travel industry, and have excellent networking skills. There will be an expectation that the Senior PR Manager will represent the company on industry bodies and events, such as those run by CLIA and ATAS.

The Senior PR Manager has a direct report – the Senior Content Editor. As such, he or she is also responsible for overseeing and producing high quality copy for websites and other printed and digital material. They will possess an excellent standard of written English, with faultless spelling and grammar. The postholder will manage our social media channels and produce SEO-friendly content for our websites as required. At all times, the Senior PR Manager will work collaboratively with our other global markets to ensure that we adopt a joined-up PR approach.

### **The Role of a Manager**

The expectations for the role of a Manager in the Bromley office are:

- Supervising daily operations and critical UK business processes.
- Coaching and providing direction for associates as they contribute to daily operations.
- Modelling a culture of involvement which includes:
  - Resolving conflicts constructively, encouraging others and helping others to grow and develop.
- Pursuing a standard of excellence, working for the sense of accomplishment, and working to achieve self-set goals.
  - Valuing creativity, quality over quantity, and both task accomplishment and individual growth.
  - Placing a high priority on constructive interpersonal relationships.
  - Championing the desired future direction of the organisation.

### **Education and Experience**

The preferred candidate will hold a Bachelor's degree or equivalent in a marketing, PR or communications field, combined with significant previous experience in a travel PR management role. The candidate will possess excellent written skills, with a faultless attention to detail. The candidate will ideally have previous line management and budget management experience.

## Core Activities

Job Functions	Areas of Responsibility
<b>Journalist liaison</b>	<ul style="list-style-type: none"> <li>• Establish contacts with key media to ensure they are fully aware of our brands and products to use in any news or features, so they engage with us on a regular basis for new products, prices and comments</li> <li>• Set up regular meetings with key media to discuss story ideas, new products and find out what editorial opportunities there may be for our brands</li> <li>• Attend industry and media events to meet new media and re-establish relationships to discuss activity that is mutually beneficial</li> <li>• Maintain a central list of media contacts and target journalists with whom we want to maintain a more regular dialogue</li> </ul>
<b>Production and issue of copy, news and assets</b>	<ul style="list-style-type: none"> <li>• Generate proactive PR and media relations to achieve editorial coverage for all brands</li> <li>• Manage the day-to-day running of the Press Office to ensure a steady flow of targeted news, offers and sales across all brands to media/bloggers/freelance journalists</li> <li>• To identify key industry topics and ensure company positioning statements are prepared, approved and issued - supported by interviews with key media where appropriate</li> <li>• Keep up-to-date with all new products, offers and sales campaigns to be able to provide relevant story ideas to media</li> <li>• Draft and issue regular press releases and product information with relevant quotes from company spokespeople to key consumer and trade media</li> <li>• Monitor Travmedia journalist alerts for editorial opportunities and respond ASAP with ideas to result in media coverage</li> <li>• Provide media with images, logos, product information and pricing to illustrate and enhance company editorial coverage</li> <li>• Engage with industry bodies such as ABTA, ATAS and CLIA to increase awareness of, and engagement with, our brands</li> <li>• Generate digital PR and content to enhance SEO and online campaign and brand activity</li> </ul>
<b>Media crisis management</b>	<ul style="list-style-type: none"> <li>• Manage media communications in case of an incident or company crisis. Duties would include attending the first emergency meeting, setting up the crisis press office, preparation of draft holding statements, handling media calls and enquiries and monitoring subsequent media coverage.</li> </ul>
<b>Individual media &amp; group press trips and events</b>	<ul style="list-style-type: none"> <li>• Gain industry partner support for media activity to reduce company budget costs</li> <li>• Hold regular meetings/establish relationships with PRs of suppliers such as cruise lines, tourist offices etc to negotiate free or discounted rates for media visits as well as marketing funding.</li> <li>• Set up and book themed or relevant press trips for individual journalists to promote new products and generate editorial coverage.</li> <li>• Host media trips and events as required.</li> <li>• Ensure that we receive ROI on all events</li> </ul>

<b>Media strategy, monitoring and reporting</b>	<ul style="list-style-type: none"> <li>• Keep media contact lists as up-to-date as possible</li> <li>• Monitor company media coverage, evaluate value and produce regular PR reports to evaluate the effectiveness of our PR activity against defined objectives</li> <li>• Working with the Marketing Director, produce and implement a PR strategy and annual PR plan, keeping key stakeholders up to date with this planned activity</li> </ul>
<b>Line management</b>	<ul style="list-style-type: none"> <li>• Manage the day-to-day workload of the Senior Content Editor</li> <li>• Coach and develop direct report(s) and ensure that 121s and appraisals are conducted regularly, and performance is managed according to company guidelines and policy.</li> </ul>

It should be noted that the responsibilities described above should not be seen as an exhaustive list of activities. The job responsibilities may, from time to time, be reviewed and changed in line with changing business requirements. The individual may also be required to assist other departments where the roles are suitable in line with an individual's knowledge and skillset. Occasional overseas travel will be required, and weekly flexibility of working location between Bromley and central London should be expected.

### **Key competencies required**

The preferred candidate possesses the following competencies:

- **Customer Service Orientation**
  - Maintains clear communication with customers regarding mutual expectations in a professional manner
  - Provides timely and helpful information to customers
  - Strives to retain goodwill even when modifying or denying requests
  - Treats customer with respect
  - Follows through to closure
  - Takes action when necessary
  - Responsive, open to new ideas, positive, solution oriented
  - Seeks win-win situations and presents options, especially in resolving conflicts
- **Effective Communication**
  - Communicates clearly and concisely both verbally and in writing in a manner that inspires confidence
  - Maintains positive nonverbal communication
  - Shares information appropriately and is receptive to feedback and expression of ideas
  - Perceives the needs of various audiences and can adjust appropriately
- **Teamwork & Collaboration**
  - Relates to others in an open and accepting manner
  - Recognizes a wide range of communications styles and personality types and responds accordingly
  - Cultivates and maintains professional relationships
  - Collaborates with internal partners where appropriate
  - Shares pertinent information to the benefit of their team
  - Treats others with respect
  - Contributes to achievement of team/departmental goals
  - Provides back up and support to other team members as needed
  - Fosters collaboration among team members.
- **Achieves Results**
  - Works with the team and management to achieve individual, department and corporate goals
  - Meets critical deadlines
  - Demonstrates willingness, openness, persistence and initiative to achieve desired results
  - Probes to get to the heart of the problem and takes action to achieve results
  - Focuses priorities and manages time effectively

- **Standard of Ethics**
  - Conducts business in ways that instill trust, confidence and respect
  - Utilises fair process without bias
  - Acts with discretion and good judgment while maintaining confidentiality
  - Exercises the highest standard of ethics in all decisions that impact customers, vendors, suppliers and the organisation
  - Takes ownership of work and assigned processes/projects
- **Agility, Adaptability, and Flexibility**
  - Demonstrates resilience in the face of constraints, frustrations or adversity
  - Displays willingness and flexibility in handling multiple demands, changing priorities and ongoing organisational needs
  - Quickly and effectively evaluates and appropriately adjusts to a change in direction or situation
  - Accepts change as a necessary and normal part of organisational growth
  - Open to adopting new approaches and behaviours
  - Handles day to day work challenges confidently

### **Management key competencies required**

- **Business Acumen**
  - Exhibits awareness of business issues, processes and outcomes and their impact on the organisation's/department's direction and goals.
  - Remains informed about the industry and how changes might impact the organisation
  - Understands the key functions of various departments and how they inter-relate; utilises appropriate channels and processes
  - Researches, investigates, analyses and draws conclusions from facts and trends
- **Management & Leadership**
  - Provides clear directions and priorities; delegates and follows up on results
  - Ensures adequate resources and support are available to achieve goals
  - Routinely provides feedback on performance and uses effective coaching and counselling techniques
  - Cultivates the strengths of associates, coaches towards achievement, and sets plans for improvement
  - Recognises ability, mentors and provides developmental opportunities to associates for career growth
  - Creates an open, positive and productive work environment where associates have the opportunity to succeed
  - Understands how to separate and combine tasks into efficient and effective workflow
- **Fiscal Responsibility**
  - Develops annual budget for area of responsibility
  - Monitors performance to budget & participates in quarterly re-forecasting
  - Controls costs (i.e. schedule adherence for o/t; absorptions; personal travel expenses; supply ordering)
  - Is timely in all reporting required (expense reports, accounts payable, monthly variance reporting)