

Job Title:	PR & Partnership Coordinator	Team:	Marketing
Reports to:	Senior PR & Communications Manager	Reporting in:	None

Explore

With 40 years' experience in operating unforgettable tours in all seven continents, we're huge believers that travel should be a force for good in the world. Sustainability has always been at the heart of what we do, as has the ethos of continual improvement. A trusted brand - Which recommended and a Feefo Gold Service Award holder - Explore prides itself on doing the right thing – by its staff, its customers, and the planet. Every member of the Explore team actively contributes to the company's success. There is a flexible and open working culture in which the entire team works together, striving for excellence, in a dynamic business environment.

Explore Values

We want to have a positive impact on people and the planet. And we choose only to work with others who can look us in the eye and say the same thing.

We're curious, ambitious and quick-to-adapt. We work relentlessly to improve our business, and to provide exceptional experiences for those who entrust us with their travels.

Diversity is to be celebrated. Life would be dreary, and change would be slow, if we all thought the same way. We challenge our ideas, each other, and our business partners - always with respect and kindness. As we believe that's the way to grow our business (and be able to sit down for a drink together at the end of the day).

In a complicated world that's full of potential, we have a simple mantra for ourselves: be better than yesterday.

Role Summary and Job Purpose:

Reporting in to the Senior PR & Communications Manager to drive and achieve Explore's PR and Partnership objectives. You will be responsible for the planning and delivery of a PR activity calendar, manning a busy press office and coordinating communications agencies.

You will also drive Explore's partnerships forward, negotiating relationships with third party brands, within and outside of the tourism industry, to increase reach and grow our customer base.

Collaboration with a variety of teams across the business and the Marketing team is essential.

Key Responsibilities:

- You'll be responsible for the day-to-day implementation of PR activity for Explore, aligned to the content and campaign calendar
- To respond to all incoming media enquiries in a timely and informative manner
- To confidently prepare regular and accurate newsworthy press releases and 'snippets' – researching facts and information from around the company, checking product availability, prices, dates and points of interest – reacting to the latest trends and trading priorities

- To write and edit in-house communications, case studies, quotes and award applications
- To develop excellent digital media relationships with a view to driving the brand message and positive reputation into new media / influencer opportunities and work to get high domain backlinks
- To support in times of an issue/crisis. To be confident drafting media statements, monitoring or dissemination of information. Note this will require being on call out of hours on rotation with the Senior PR & Communications Manager
- To build strong relationships with key journalists to ensure opportunities for media coverage are maximised
- To report on Explore's PR activity to the business, continually seeking the most efficient ways to measure and improve on effectiveness
- To work with the Senior PR & Communications Manager to manage Explore's press trip programme, ensuring that effective and sizeable features appear in key target media, in accordance with business priorities
- Working with the Senior PR & Communications Manager to attend, organise and host media events
- To liaise with Trade and Distribution teams to supply press releases to trade and overseas GSAs and partners where applicable, and deliver any communications pieces as required.
- Working with Senior PR & Communications Manager and Social Media Executive to seek out brand ambassadors, influencers and media partnership opportunities and build relationships with industry partners
- Working with Senior PR & Communications Manager to help secure funding from tourist boards and partners for marketing campaigns where they meet business objectives and are an efficient use of Explore resource
- To manage the partnership programme and secure new partners to meet business requirements
- To oversee the creation of all Explore marketing activity to support partnerships and report results to partners and across the business
- To work with the Sustainability Specialist and Responsible Business Forum on charity partnerships, and coordinate marketing activity to support these initiatives.
- To work closely with supporting agencies as required

Skills and Experience:

	<i>Essential</i>	<i>Desirable</i>
A strong team player, with a willingness to get 'stuck in' and support across a wide variety of tasks	✓	
Previous experience in a similar PR role/ marketing communications environment with excellent understanding of the media landscape	✓	
Proven media contacts – particularly in the consumer and travel media arena	✓	
Creative and able to develop newsworthy ideas for press releases or campaigns	✓	
The ability to think outside the box and develop innovative solutions to problems	✓	
Experience of crisis management and drafting and issuing crisis statements		✓
Organised approach to work, with good prioritisation skills	✓	
Proven ability to manage multiple tasks/projects simultaneously and meet tight deadlines, and remain calm under pressure	✓	
Proficient using Microsoft Office applications, particularly Word, Excel and PowerPoint	✓	
Experience of managing budgets		✓
Confident and competent in establishing & developing relationships with journalists and media partners	✓	
Excellent writing and proof-reading skills and grasp of the English language	✓	
Travel industry experience and/or strong interest in travel	✓	
Excellent attention to detail with a strong desire for accuracy and quality. Proven skills in proof-reading and copy editing	✓	
Experience briefing and working with external agencies		✓

Benefits

Work life balance is important to us at Hotelplan and so we are open to discussion on working hours. We care about your output not when you do it. All we ask is that you come to the office 2 days a week for team meetings and to collaborate with others as and when we need you to.

You will start with 25 days holiday a year – this rises by 1 day per year to 30 days after 5 years with the company. You also get UK bank holidays. There is the option to ‘buy’ additional holiday leave if you need more time off

Pension scheme and life assurance.

Bonus eligibility based on company performance each year.

A 50% holiday discount scheme on holidays across the Hotelplan range. Everything from adventure tours to ski holidays.

A healthcare cashback scheme that allows you to claim back money on a number of healthcare costs – including dental treatments and optician costs.

2 volunteer days a year.

A bar and games room at HQ.

Rail season ticket loans available. Electric car scheme in the very near future with charging points at work.

We subscribe to the ‘Cycle to Work’ scheme.

Employment Assistance Programme – a 24/7 helpline offering practical and emotional support for a whole range of issues.

The small print

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.

Date of Description: 21st September 2022