

Web Communications and PR Liaison Job Description:

The role of Web Communications and PR Liaison is varied. Based at our office in Castle Donington, the role involves running the Ultra Sport website, communicating with publications through sending out Press Releases, and helping with Customer enquiries.

Day to day tasks can include the following:

Web Management

Maintaining and updating the website – this includes checking all individual pages contain the correct information, checking all links are active, updating rider profiles and adding photos, videos and text to each of their pages, writing RSS news feeds and generally making sure it is kept fresh and relevant to potential viewers.

Customer Service

Answering the phones and dealing with product enquiries, including inputting orders into the system (Astra), chasing up orders and sending out requests (samples, catalogues, price lists etc.)

Press Relations

Researching new products by liaising with individual Brand Managers – this is crucial to ensuring we send out relevant product information to customers and publications. Brand Managers will nominate products they want to see gain media attention, and it is the role of the Communications Department to write press releases and gather images to be sent out to relevant publications.

Leading on from press releases and publications, you should ensure the press database is always up to date.

Initiative is required to push for press coverage, encourage Brand Managers to provide appropriate information so that regular and timely releases are sent to all sectors of our sport and media.

Sponsored Riders

Communicating with sponsored riders and their Brand Managers to ensure you are receiving all of their news/images and media coverage for it to be collated. This will also lead to initiating 'rider of the month award'.

Marketing

One element to the role will be working with Brand Managers, as well as the brand suppliers themselves, to discuss and implement marketing strategies within the UK market – including advertising, securing editorial through press releases, running competitions and marketing product events.

OEM Management

Liaising with our customers and suppliers to ensure timely receipt and delivery of artwork for OEM customers.



Skills

Experience in Web management is desirable, though not essential, as training will be given.

Excellent communications skills – both written and verbal

Experience in Customer Service – dealing with clients on the phone and able to take on a sales role where necessary

Creative ability – essential for running the website

An eye for detail – vital for picking up on errors where necessary

Preferably some experience with media/journalism and an understanding of publications within the sports market.

Drive and determination are key to ensuring coverage in UK media market.

Good people skills – you will be in daily contact with several people, both within the company and externally.

Job start date: Any time soon?

Location: Castle Donington, Derbyshire, DE74 2HP

Salary: Negotiable according to experience