**PR DIRECTOR – PHAR PARTNERSHIPS**

Location: Covent Garden, London

Sector: Sport, Music & Entertainment

Discipline: Corporate Communications & Press / Media Relations

Hours: Full time

Contract Type: Permanent

About Phar Partnerships

Head-quartered in Covent Garden, London, by a small but senior team; Phar is a rapidly growing international media and marketing business with offices in 7 countries.

The purpose of our business is to deliver long-term commercial value to our clients, whether they be brands, rights holders or talent. We do this by creating media and marketing opportunities that engage with consumers with a focus on research, analysis and creativity.

Phar Partnerships’ clients include AirAsia, Grand National, Manchester Arena, Apprentice Asia, The Eden Project, The Premier League, Expedia, SP Setia, Samsung, Malaysia Tourist Board, Stihl, Iain Percy, Christine Ohuruogu, Allan Wells, and Mike Brown.

About the opportunity

Having recently gone through a rapid expansion over the previous 12 months, Phar is looking for a new senior member of the team to manage communications across its different divisions of Research & Analysis, Activation and Consultancy, Music and Talent. We are also looking to enhance the pipeline of communications and news about the agency itself, aiming to become more well-known within this very competitive market. This is a fantastic chance to join a rapidly growing company with genuine career progression opportunities.

The Role

Key responsibilities:

* Creation and implementation of media campaigns for a diverse range of brand partnerships, coordinating all elements including:
  + Initial research into relevant sectors, channels and platforms
  + Working with the client to set clear objectives and KPIs
  + Creating a full strategy and media utilisation plan including timelines
  + Planning and running all traditional/digital/experiential media activity
  + Developing relationships with relevant media owners and/or journalists
  + Monitoring all coverage and creating client reports
* Creation and implementation of media coverage and engagement plans for Phar managed athletes
* Managing a plan for all Phar Partnerships communications, including online and traditional press releases, to promote the company and increase exposure in key territories
* Developing strategies and managing delivery of social media and broader digital marketing plans, both for client partnerships as well as for Phar itself.

Key attributes and experience:

* We are looking for an energetic and entrepreneurial individual with a sense of humour, who is keen to take their career to the next level by embracing the start-up mentality of the agency.
* The successful candidate should be ready to hit the ground running and take personal responsibility for driving the development of this new division of the company.
* Experience working in a fast paced agency or similar media focused environment is essential, with excellent core PR skills and an extensive contact network within the industry.
* Experience managing media projects for brands, rights holders or personalities important.
* Experience of working in the digital media space is also key, as well as being comfortable working on new business.

To be considered for this role please contact [Josh.Green@pharpartnerships.com](mailto:Josh.Green@pharpartnerships.com)