

## Job Description – PR & Communications Manager

This position is to join the head office of Abercrombie & Kent Australia, an international company widely regarded as the leading luxury travel company in the world. Abercrombie & Kent was founded in 1962 and has grown into an international travel group with over 55 offices in 30 countries and is all about “Inspiring Experiences.”

<b>Job Title:</b>	<b>PR &amp; Communications Manager</b>
<b>Department:</b>	Marketing
<b>Location:</b>	Melbourne
<b>Reports To:</b>	Head of Marketing
<b>Direct Reports:</b>	Copywriter, EDM & CRM Coordinator, Social, Partnerships & Events Coordinator
<b>Status:</b>	Permanent Full Time

**Position Purpose and Objective:** To develop and implement a comprehensive PR and communication strategy that builds brand awareness for the A&K brand whilst driving revenue and database growth.

### Key Responsibilities and Duties

#### General

- Develop and implement A&K PR and communications strategies across the Australian and New Zealand media landscape, ensuring consistency of message and identifying clear points of differentiation and story-telling opportunities
- Build and maintain relationships with key travel and luxury lifestyle journalists and influencers to ensure varied but targeted and relevant media coverage
- Managing the PR budget with a clear commercial focus on ROI and brand awareness
- Creation, distribution and follow up of media pitches and press releases in line with PR and business goals
- Develop and deliver creative campaigns and ideas for PR and events that align with marketing campaigns
- Work closely with the A&K marketing team to develop and deliver creative on-brand campaigns and opportunities for PR and events
- Coordinate Social Media, events & partnerships and ensure consistent messaging in external communications
- Oversee the creation and delivery of e-newsletters (EDM)
- Champion the local CRM roll out
- Ensure consistency of brand voice across multiple channels
- Liaise with Digital Executive to optimise PR editorial coverage for SEO
- Develop monthly/quarterly communication updates and wrap-up insight reports to Head of Marketing, MD and Executive team
- Coordinating crisis communications with the Australian Executive Team, marketing team and global PR teams.

#### People Management

- Day to day management of direct reports, delegating tasks as required.
- Assist in recruitment and training of new team members
- Take a leadership role in learning and development of direct reports in line with A&K Values.
- Conduct 1:1 meetings, 6 month reviews and annual performance reviews with direct reports.
- Setting and tracking of goals and objectives and incentive schemes for direct reports
- Management of leave requests for direct reports in line with A&K policies and processes.

**Other Duties**

- Other ad hoc tasks as requested by Head of Marketing and Senior Management
- Ensure all marketing collateral is in line with A&K Corporate Identity Manual branding guidelines
- Manage relationships with any external suppliers

**Selection Criteria**

**Knowledge & Experience:**

- Minimum 5 years of luxury brand or travel PR experience
- Experience of developing, implementing and delivering successful communication strategies to raise a business profile
- Exceptional communication, networking and organisational skills with strong media relationships and must be a confident communicator and presenter
- Experience of advising an executive management team and proven ability to develop relationships with a wide range of stakeholders
- Demonstrated experience of social media management, media monitoring and social listening platforms
- Experience in copywriting across multiple channels
- Ability to manage multiple projects in a fast paced deadline driven environment
- Experience organising and managing high profile corporate events
- Strong people management skills
- Ability to manage budgets

**Computer Skills Required**

- Good Microsoft Office skills (Word, Excel, Power Point and MS Project)
- Experience with Photoshop
- Experience with Adobe InDesign, Acrobat DC and Illustrator would be an advantage
- Understanding of email marketing platforms & CRM's

**Skills & Aptitude:**

- Highly self-motivated, with the ability to work autonomously
- Strong leadership skills with ability to act as a brand ambassador
- A true team player
- Ability to manage multiple projects in a fast paced deadline driven environment
- Ability to be curious and create new opportunities

**Other Information:**

- Some out of hours work may be required (to attend events, supplier functions, meetings and training)

**Understanding of and Commitment to A&K's Corporate Environment and Values:**

A&K provides an inspiring environment with competitive benefits and remuneration and the chance to excel through innovation, collaboration and exemplary customer service.

Our corporate values encompass;

**Pioneering** - We are committed to being innovators, pushing boundaries and being the creators of the most inspirational travel experiences to the most remote, exclusive and exotic destinations in the world serving both existing and emerging markets.

**Courageous** - Courage is about standing up for what we believe in as well as trying new things and being creative, whilst taking responsibility for our own actions. We uphold corporate values, our brand and our commitment to philanthropy without compromising the luxurious experience our guests demand.

**Trustworthy** - Guests and colleagues can depend on us to deliver to high standards of professionalism and quality. We can be relied upon to be honest, truthful, transparent and open with all of our guests, colleagues and suppliers ensuring guests' safety and security giving them comfort and peace of mind.

**Integrity** - Integrity is about taking pride in what we do, what we stand for and basing our actions, every day, everywhere in the world, in ensuring our values become a reality for our guests, internally and externally.

**Stylish** - Superb service delivered with panache enabling our guests to have "the perfect experience", "Insider Access" and memories of a lifetime.

**Welcoming** - Warm and hospitable, putting our guests at ease. Energy and passion to put our best foot forward and exceed guests' expectations.