

PART TIME FREELANCER - PRESS AND COMMUNICATIONS

[Creative UK](#) is the independent network for the UK Creative Industries. Our goal is simple: to cultivate a world where creativity is championed, valued, and nurtured. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy to build prosperity and bring communities together.

This is one of the most exciting press roles in the creative industries, offering the chance to join an exceptional team of people within an organisation driven by its mission. We are offering a Press and communications professional the opportunity to champion and represent the UK's world-leading creative industries, and to truly influence policy and social change. As our Freelance Press and Comms Manager, you will carry out varied media work, developing and delivering impactful PR campaigns. You will work closely with the wider communications and marketing team to leverage media opportunities to bring about policy and social change that benefits the creative industries, ensuring advocacy campaigns reach and influence the audiences they need to.

Our Freelancer will be diligent in approach, comfortable with multi-tasking, and have a genuine passion for supporting the creative industries.

LOCATION: Workspaces available in Central London, Bristol, or Manchester *

**Creative UK operates a hybrid working policy with remote working available*

CONTRACT: 2 engagement periods to provide cover:

15th August to 24th November 2022, up to 30 days

10th March 2023 until 8th June 2023, up to 30 days

RATE: £200 per day *inclusive of any applicable VAT*

TO APPLY: Email your CV, cover letter and/or 1-2-minute video link* to jobs@wearecreative.uk by midday 20th July 2022. Please complete our anonymous diversity and inclusion [survey](#). Interviews will take place by video conference w/c 25th July 2022, immediate appointment preferred.

** Video link optional. Creative UK is an inclusive recruiter and happy to make adjustments to our selection process by request*

SERVICES

Utilise your networks, experience and creativity to develop and deliver press and media campaigns to support our organisations advocacy work and other priorities

Act as a key point of contact for all media enquiries

Manage current relationships and build positive new relationships with key stakeholders, including members, trade organisations, politicians and a wide network of relevant journalists

On occasion, deputise for Head of Communications when they are not available to attend internal and external meetings

Support the strategic direction and planning of both campaign and corporate press activity

Research, write and distribute company press releases and, with Head of Communications, approve any external press releases that relate to Creative UK

Write media statements, social media copy and ghosted thought leadership pieces, in collaboration with the policy team and other colleagues as appropriate

Work closely with the wider marketing and communications team to ensure that press and marketing activity are strategically aligned and complementary

Monitor the political and business landscape, assess the impact on the creative sector and respond accordingly

Work with the Head of Communications to identify new activities and avenues to increase and enhance our profile as an organisation and ensure our media-work is joined-up and collaborative

Maintain our media lists, ensuring they are comprehensive and up-to-date

Manage our press monitoring, delivering bi-weekly PR reports for internal and external stakeholders, as well as fuller, comprehensive campaign reports

Required Experience, Knowledge and Skills:

- Demonstrable experience working in communications/PR
- A strong record of planning and delivering successful, creative press campaigns that generate a breadth of coverage
- A wide network of media contacts across politics, business and the creative sector
- Excellent copy writing ability, with experience writing impactful copy under strict time constraints
- Demonstrable social media literacy and activation skills
- Highly personable with the ability to engage with people at all levels
- An ability to prioritise under pressure, multi-task and successfully juggle many active projects and campaigns
- Strong attention to detail