



*Forward thinking*  
Straight talking

## ***PR Executive – Property Platform***

JOB SPECIFICATION

Gateley /

<b>POSITION:</b>	PR Executive - Property
<b>LOCATION:</b>	Birmingham
<b>CONTRACT TYPE:</b>	Permanent/ Hybrid

## The *role*

This role plays a key part in supporting and delivering the public and media relations work for Gateley's Property Platform.

Reporting into the PR Manager – Property, you will create high-quality written and multimedia content that tells our story, helps drive brand awareness and reputation.

### **Responsibilities will include:**

- Support the development and delivery of the PR plan for the Property Platform, working closely within the Corporate Communications team and with wider Marketing colleagues
- Support the PR Manager with the delivery of high-quality written content (press releases, thought leadership articles, case studies, news commentary, award submissions and social media content)
- Assist in planning and implementing PR and media campaigns
- Supporting with the creation of engaging multimedia content such as videos, graphics, and presentations, where required and working in conjunction with our Design team
- Work with the internal communications team to provide Platform specific content for a range of internal channels including our intranet and internal newsletter
- Support and adhere to communications governance including conflict checking and internal/external sign offs as part of our robust content approvals process
- Handle photography briefs for the Property Platform and arrange photo shoots to support media work across our office locations
- Track media coverage and communication effectiveness using analytics, feedback and engagement metrics. Prepare regular reports to support this
- Maintain and develop media lists using the Group's media database

## The *team*

With 60 people within our Marketing and Front of House teams, we support on all aspects of marketing and business development across Gateley including internal and external communications, bids and sales, client development, events, digital and marketing projects.

This role sits within the Corporate Communications team. Headed by the Communications Director, the team comprises 14 corporate communications specialists covering investor communications, public and media relations, internal communications, social media, design and responsible business activity.

We continue to develop and evolve our proposition and are looking for individuals with a 'can do' mentality to join the team.

## The *person*

This is a collaborative role which requires the following:

- Previous experience in a PR agency or in-house communications team.
- Demonstrated ability to contribute to the planning, delivery and measurement of media campaigns.
- Proven experience creating clear, engaging written content for diverse audiences across print, broadcast and online media.
- Experience drafting newsletters, intranet articles, presentations and campaign materials.
- Confident gathering information from stakeholders.
- Ability to work under pressure, managing multiple priorities, deadlines and stakeholders simultaneously.
- Ability to turn data into clear insights and recommendations.
- Strong attention to detail.

## The *benefits*

With support, coaching and feedback from some of the most engaging colleagues around our great development and progression opportunities will reward your commitment and loyalty. We offer a competitive remuneration package where you'll be rewarded for your individual performance with an opportunity to receive an annual bonus.

In addition, we have a wide range of learning and development opportunities via our Learn platform to develop new skills and progress your career. Our My Flex comprehensive rewards package includes options covering annual leave (and the benefit of purchasing extra days), cycle to work, critical illness benefit, employee assistance programme, group personal pension, health care, season ticket loan and many more benefits (grade dependent). Finally, with Perks At Work/Home you can select a host of retail benefits that suit your needs alongside a Community Online Academy, free courses for all from fitness to coding to languages to hip hop dance.

## We are *Gateley*

We are forward thinking and straight talking, our approach is to find solutions to the problems that our clients face. Gateley is a legal and professional services group, we are a group of formidable experts in all areas of law and business. Passionate problem solvers, we get our kicks from finding the right answers and getting our legal and business clients where they need to be. We support more than 5,700 active clients, ranging from FTSE 100 companies to private individuals, in the UK and beyond. Being part of Gateley is not just about the expertise that you bring; it's about attitude too.

The 'Gateley Story' is the story of our people and our culture. It is what has got us to where we are today as a successful business and it's the driving force behind the Gateley Team Spirit and the values that have shaped it. We have a set of shared internal values that capture what the Gateley Team Spirit is and this includes five elements that bind us all together as one Gateley: Ambitious for Success, Forward Thinking, Room to Breathe, Trusted to Do and Working Together. Every year across the group, we recognise members of our team that have gone and above and beyond and have lived these shared values. They are recognised at our annual Gateley Team Spirit awards.

# Diversity, inclusion and well being

Diversity, inclusion and well being is an important part of Gateley's culture and values. We recruit talented people from a diverse range of backgrounds and cultures, providing equal opportunities for all to join our team regardless of age, sex, race, sexual orientation, disability, or culture.

We create an exciting and rewarding place to work that aims to fulfil everyone's potential and together to achieve personal and business goals. We offer flexible working patterns to help our staff achieve a good work/life balance and we encourage candidates seeking flexibility in their next role to apply for any of our vacancies.

We are proud to have been recognised by The Law Society as gold standard for our Diversity and Inclusion Charter and to be Stonewall Diversity Champions.

## Additional Information

If you are successful in receiving an offer of a role with our company a variety of pre-employment screening checks will be completed. Our screening checks can include but are not limited to your eligibility to work, professional and academic qualifications, any criminal records, your financial stability and references from previous employers. The screening that takes place will be relevant to your role and will vary from role to role.



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