



*Forward thinking*  
Straight talking

# ***PR Manager - Corporate Platform***

JOB SPECIFICATION

Gateley /

<b>POSITION:</b>	PR Manager - Corporate Platform
<b>LOCATION:</b>	Birmingham or Manchester
<b>CONTRACT TYPE:</b>	Permanent

## The *role*

Reporting to the Senior External Communications Manager and drawing on the expertise of the Group's wider Marketing team, the PR Manager – Corporate Platform will develop and manage the PR, media relations and press office activity across Gateley's Corporate Platform. The PR Manager will work strategically and tactically to plan, deliver and manage proactive and reactive, value-added communications support working closely with the Senior New Business Manager for the Corporate Platform and ensuring key communications objectives for the corporate, banking, restructuring advisory and tax are delivered. In addition, they will develop and manage the PR for all consulting group businesses that sit within our Corporate Platform.

The PR Manager will work with Gateley Legal Partners and consulting group Directors across the Corporate Platform to agree communications activity that aligns with the relevant business plans and subsequently ensure the successful execution of all PR and communications within those plans as well as the measurement of results.

The role holder will produce high quality and engaging communications content across multiple channels in the corporate space and for a variety of audiences including internal stakeholders. They will build and maintain excellent contacts across the relevant media, within the legal and professional services sectors and with the relevant external and internal stakeholders, including third party suppliers.

The PR Manager will be tasked with co-ordinating activities to develop the profile of the Corporate Platform businesses; raise awareness through key titles and media platforms through positioning our spokespeople to comment on key issues in the corporate sector relating to the work we do and safeguard the reputation of the Gateley brand at all times.

### **Responsibilities include:**

- Develop and manage the media relations strategy and plan and lead the press office work across the Group's Corporate Platform.
- Manage reactive media requests and work with the Communications Director on any reputation/issues' scenarios relating to the Platform.
- Proactively seek out news agenda driven opportunities, respond to planned media forward features and commentary opportunities and tap into Response Source opportunities linked to the target print and online media on a regional, national and trade sector basis. PR, media relations and press office work will specifically include:
- Developing and managing written content and commentary for the Corporate Platform by creating press releases, articles and thought leadership pieces.
- Developing a bank of case studies for the Corporate Platform, particularly showcasing our legal and professional services cross-selling capabilities so these can be used as collateral for PR, internal communications and investor relations activity.

- Creating engaging social media content to sit alongside the media relations work being undertaken and build up relevant key journalist and external stakeholder relationships via our existing social media channels.
- Edit fee earner articles where necessary and ensure the approval process within the Corporate Communications team is adhered to at all times.
- Develop a close network of journalist contacts within our target media for the Corporate Platform and maintain relationships with relevant editors and reporters both virtually and face to face - Conduct fee earner/journalist press briefings on a regular basis.
- Awards – research, plan and manage all media award activity for the Corporate Platform across all key titles. Work with the relevant teams to draft submissions and get these placed to deadline.
- Work with the Corporate Communications team to develop a range of press photography and video content that is needed to support our PR and media relations work as well as investor relations and internal communications activity.
- Use robust measurement and evaluation techniques to demonstrate ROI for the PR and media relations activity being generated for the Corporate Platform.
- Work closely with the Senior External Communications Manager and the Communications Director to ensure proactive PR and media activity aligns with our Responsible Business strategy.
- Adopt a proactive and consultative approach and manage the PR and media activity for the Corporate Platform, as well as external and internal stakeholders, in the same way clients would be managed within a PR consultancy environment.

This job description is not an exhaustive list due to the requirements of the role. Therefore, the job holder may be required from time to time to carry out other ad hoc tasks as requested.

## The *team*

With over 80 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. Winners of the 2020 Excellence in Sales and Marketing Award at the Greater Birmingham Chamber of Commerce Awards and shortlisted in the 2022 Best Marketing Campaign Award at the Managing Partners Forum Awards, the Marketing team at Gateley has more than doubled in size in five years, reflecting the investment that the business has made in attracting and retaining exceptional marketing talent.

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:**

- The ability to build strong, proactive relationships with Corporate Platform fee earners across the entire Group and positive working relationships with the wider Marketing team, specifically with the BD team for the Corporate Platform and our Digital Marketing team.

- The PR Manager will have an excellent grasp of grammar, punctuation and the English language and will possess superb attention to detail skills.
- Excellent time management skills are required, working to deadlines and an ability to be proactive and take the initiative are all essential skills for this role.

## 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 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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