

# PR & Copywriter / Strategist

Salary: **Based on experience**

Term: **Full time**

Are you an experienced PR executive, coordinator or manager, looking for the next step in your career in a thriving advertising agency? This is an exciting opportunity to help shape our PR offering across a range of clients and industries. You'll work alongside our copywriter and proofreader to strategise how we can get our clients seen and heard. With proven experience in placing stories, and ideally an existing 'black book' of contacts (bonus points for contacts in the automotive industry!), you'll ultimately be looking to take ownership of delivering our PR activity.

We're a 20-years-young agency based in the heart of Leamington Spa in newly renovated offices – complete with table tennis, pool table...oh, and our very own bar: the Denfield Arms! At Denfield, every day is different – we thrive on the unexplored and love the buzz of agency life. We work with clients across a range of industries: automotive, food and drink, pet products, childcare, retail, charity and finance, to name but a few.

If you're thinking: "Take my application, now!" then read on to find out exactly what we're looking for and what you need to do to apply.

## About the role

You'll be part of our ever-growing Social Media & Content Team, which specialises in social media, copywriting and proofreading. Your role will be a creative mash-up of the above – with a focus on bringing our PR offering to life.

You'll get a taste of fast-paced agency life, working across our varied client base on briefs a-plenty – in PR, copy and proofreading...even social, too (and hopefully a taste of a yummy treat or two along the way!). If all goes well, there's the potential to take ownership of our PR offering, alongside supporting our copywriting team. With superb attention to detail, you'll also turn your eye to proofreading – ensuring accuracy of work before client handover.

We're looking for someone who's curious about the latest marketing, social media and consumer trends and has the ability to sense changing consumer habits. You'll be excited about how we can use these trends to champion our clients across different media.

## Skills – Essential

- 2+ years in a PR role – with demonstrable experience of writing engaging press releases and placing stories
- Experience using PR databases. Bonus points for having an existing 'black book' of media and press contacts, ideally in the automotive sector!
- Experience in working with both traditional and digital media, for example bloggers, and social media
- Ability to adapt to a range of writing styles and follow brand guidelines
- SEO knowledge, especially in relation to digital PR activity
- Skilled at copywriting – ability to produce original and engaging copy for various types of media, from web content to emails
- Proficiency in proofreading/editing
- Strong commercial awareness
- Self-motivated, works well under pressure
- Exceptional attention to detail
- Ability to be part of a team but also work well independently
- Maintaining an awareness of current PR, marketing, social media, automotive and consumer trends.

## Skills – Desirable

- A PR-related degree
- Ability to build relationships with key influencers.

## Culture and benefits

- Unrivalled agency community, with down-to-earth, helpful teammates
- Opportunities for training and development supported by the agency
- Team-building activities on the last Friday of every month
- Breakfast provided every morning
- Birthday annual leave if it falls on a weekday!

This is an exciting opportunity to grow your own role within a fast-paced agency.

Please send a CV, cover letter and relevant examples of press releases, placed stories and copywriting (ideally showcasing different media and audiences) to Social Media & Content Manager Leanne Villiers at: [leanne@denfield.co.uk](mailto:leanne@denfield.co.uk).

Are you ready to show us your CV and work samples? 