

COATE

EQUINE & COUNTRY LIFESTYLE PR

PR & SOCIAL ACCOUNT EXECUTIVE

Exciting opportunity to join award winning equine and country PR agency, Coate PR

We are looking for a new team member with a passion for **equestrian sport and the countryside** to join our ambitious, award-winning PR agency as the company continues to grow.

Are you passionate about crafting compelling narratives and creating engaging content? We are seeking a talented and enthusiastic PR & Social Executive to join our team. As a key member of our agency, you will play a vital role in developing and executing integrated PR and social campaigns for our client base.

This is a perfect opportunity to join a unique agency working with a number of high-profile brands and events. Find out more about Coate PR on our website [Coate PR - Equine & Country Lifestyle PR](#)

We are looking for someone who has:

- Minimum of 18 months PR and social experience, a proven track record in developing strong relationships with clients and media alike
- An understanding and passion for equine and country pursuits
- A positive and proactive team player, eager to work within a team yet be able to work independently and use your initiative
- Excellent grammar, spelling and fact checking skills
- Able to work under pressure and have the ability to forward plan to meet deadlines and work with multiple clients
- Confident and accurate with emails and verbal communication with media colleagues and clients
- Great relationship building skills and enjoys meeting new people, collaborating with team members, clients and contacts
- Strong organisation and look to lead on client activity
- An analytical mindset to identify areas of success and improvement
- Ability to build or further establish a professional profile within relevant industry sectors via networking, social media presence and event attendance
- Skilled in identifying opportunities for clients to meet their communications objectives

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Role and responsibilities

- Build and maintain strong relationships with journalists, media outlets, bloggers, and influencers
- Pitch compelling story ideas and secure print and online media coverage across various platforms
- Monitor media coverage and analyse media impact reports
- With support from the wider team, deliver PR campaigns for our clients including developing compelling press releases, landing media coverage, engaging with influencers and delivering social media campaigns
- Creating and coordinating social media content (video, images, graphics, copy) for Facebook, Instagram, TikTok, YouTube and LinkedIn
- Managing social media activity - including posting, scheduling and community management, reporting customer responses to the relevant contact
- Build and manage media and forward feature lists and recommend appropriate opportunities to target
- General PR support to the wider team
- Develop new business leads and assist in the new business process including idea contribution, research and proposal preparation - with the benefit of our new business incentive scheme

Hours: 9.30am – 5.00pm (Mon-Fri)

Salary: Dependant on experience. Please specify salary expectations in your covering letter. We also offer a new business incentive scheme

Place of work: Cirencester office for three days per week (Tuesday – Thursday) and from home two days per week

Contract: 10 month fixed term contract with longer term career progression for the right candidate.

Deadline for applications: 31 December 2024

Applications are now open and we are looking to recruit ASAP. Please note that applications may close early if a suitable candidate is found. To ensure your application is considered, please submit it as soon as possible.

Please apply in confidence, enclosing your covering letter highlighting your skills that make you the ideal candidate, full curriculum vitae and salary expectations to Managing Director, April Coate april@coatepr.com.

If you would like to discuss the role or have any questions, please do not hesitate to contact April directly on 07469 237495.