

PR and Communications Manager

The Marketing Team at ESCP Business School is currently looking for a PR and Communications Manager to be based at the London Campus situated in North West London.

The role of the PR and Corporate Communications Manager involves overseeing the School's media presence. This includes handling all public relations and corporate communication endeavours aimed at key national and international audiences.

The objective is to enhance brand visibility and establish ESCP as a top-tier business school. The incumbent will build and maintain pertinent media relationships and collaborate with our PR agency to pinpoint and secure opportunities for both planned and responsive media exposure, with the goal of maximising positive publicity.

As part of a wider team, the post holder will be expected to support and contribute to any event and activity within the Marketing, Brand, Communications and Events department.

Knowledge Skills and Experience

Essential Requirements

- 3 years of relevant experience in public relations, corporate communications, or a related field, with experience in a managerial role.
- Professional qualification in Communications, strategic communications public relations or marketing, or a related field is often required.
- Strong strategic thinking and communication skills are essential for planning and executing effective PR and communication strategies.
- Experience working in the Higher Education sector.
- Strong editing and proofreading skills.
- Experience of successfully influencing staff at all levels within an organisation
- Able to use and work via platforms such as Zoom, Teams, and Google Hangouts.

Desirable Requirements

- Additional languages such as Spanish, and French are desired but not required.

Main Duties and Responsibilities

- Assist the Director of Marketing in creating and executing a strategic comms plan in line with the London Campus' strategy to boost the School's image in the UK and globally.
- Support the comms strategy, engaging students, staff, alumni, and global audiences through various channels.
- Execute the internal comms strategy to meet School goals and align with the broader communications plan.
- Act as the primary contact for PR and comms, while developing and implementing PR strategy inquiries at the London Campus.

- Experience in developing various types of content, including blog posts, videos, infographics, and more, to engage the target audience.
- PR and Communications Managers often work in dynamic environments and should be adaptable to changing circumstances.
- Understanding of legal and ethical considerations in PR and communications to ensure compliance with regulations and standards.
- Monitor the results of all public/media relations and internal and external communications, measure their impact and effectiveness and prepare detailed media activity and insight reports.
- Facilitate social media content creation and participate in the School's social media communities
- Regularly assess and compare competitors' communication efforts, such as e-newsletters, content hubs, and events, to identify strengths and weaknesses.
- Experience of writing for a variety of audiences.

What can ESCP can offer you?

- 30 days annual leave plus Bank Holidays
- Company pension scheme with exceptional employer contributions
- Permanent Health Scheme
- Death in Service Insurance
- Private Healthcare after a successful probation period
- Enhanced Paid Maternity and Paternity with length of service
- Enhanced Sick Pay with length of service
- Hybrid Working
- On-site Cafe with Staff discount
- Exclusive discounts with surrounding local businesses

Application details

Applicants should submit a CV to our Human Resources Department at ukrecruitment@escp.eu

For more information about the School please visit our website on www.escp.eu

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were trained in the firm belief that the business world may feed society in a positive way. Each year, ESCP welcomes 9000+ students and 5000 managers from 130 different nationalities. We offer a full range of full-time degree programmes from our generalist BSc in Management, Master in Management (FT-ranked 5th worldwide), and MBA in International Management (FT-ranked 27th worldwide) to a portfolio of over 20 specialist Master-level programmes, including our MSc in Finance (FT-ranked 1st worldwide), and to PhD. We also deliver executive education programmes including the



Executive MBA (FT-ranked 4th worldwide), specialist Master-level executive degree programmes, and Executive PhD. All of the programmes include a multi-campus experience.

ESCP contribute to the learning and development of executives and managers at some of the world's leading companies through the development and provision of customised courses.