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<b>Job Title:</b>	Comms and PR Manager
<b>Reports to job title:</b>	Marketing and Comms Manager
<b>Team/Department:</b>	MarComms, Engagement
<b>Location:</b>	Attached to any UK ATC Hub, Northern (Edinburgh), Midlands (Edgmond), York
<b>Salary:</b>	£45,000 - £50,000 dependant on skills and experience

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## About Us

The UK Agri-Tech Centre is a new organisation launched on 1 April 2024 and created from three of the original Agri-Tech centres.

Utilising our UK-wide assets, world-class facilities and expertise, our new organisation is a gateway for funding programmes, such as the Farming Innovation Programme and Horizon Europe, and provides benefits to the whole supply chain, the UK economy and beyond.

We offer a complete life cycle of support, driving Agri-Tech innovation and adoption through world-class facilities, expert knowledge and business support accelerating progress.

We strengthen the connections between science, business, and funders to accelerate research and development tackling the industry's most critical challenges such as climate change, labour availability, disease mitigation and environmental sustainability.

## Job Purpose

We are seeking a highly skilled and experienced Communications and PR Manager to join our dynamic team at the UK Agri-Tech Centre. As a Communications and PR Manager, you will play a crucial role in enhancing our company's reputation and image through effective communication strategies and targeted public relations efforts. You will be responsible for developing and implementing comprehensive communication plans that align with our business objectives and engage our target audience through media and public relations.

## Main Duties

- Develop and execute a strategic communications plan to enhance the company's brand image and reputation.
- Lead the development and execution of comprehensive PR activities aligning with the company strategy.
- Manage all aspects of the press office function for the company including corporate responses, key messaging for specific stakeholders.
- Maintain positive relationships with media contacts, influencers, and key stakeholders to secure media coverage and maximise brand exposure.

- Plan and coordinate media events and webinars, to generate media interest and coverage in line with the organisation's marketing and communications strategy.
- Monitor media coverage and social media conversations to identify trends, opportunities, and potential risks, and develop appropriate responses linked to the agri-industries.
- Manage external PR agencies and budgets to deliver against strategic communication objectives.
- Collaborate with cross-functional teams to provide communication support for various initiatives, such as technical articles, corporate announcements, and crisis management.
- Measure and analyse the effectiveness of communication and PR and initiatives using various analytics tools and provide actionable insights and recommendations for improvement.
- Stay updated on industry trends, best practices, and emerging communication technologies to ensure the company remains competitive in the market.
- Manage internal communication strategies to ensure consistent messaging and alignment across all departments.
- Develop pitching strategy for brand stories and press releases to secure media coverage in fashion magazines, newspapers, dailies etc.

## Qualifications, Skills and Experience

- A relevant graduate or undergraduate degree in marketing, journalism, or English is desirable.
- 5 years experience working in PR/Media
- Attention to detail
- Strategic thinking
- People skills
- Excellent copywriting skills.
- An interest in the news and current affairs.
- Ability to react quickly and calmly to any situation.
- Experience in line managing staff and leading teams
- Knowledge of the Agri-Tech or Agri-Food sectors would be beneficial

## Additional Information

Some travel will be required

## Application Process

Please submit a CV by 10/5/24