

Press & PR Manager

This is a fixed term position until 31 March 2026

Key responsibilities

- Work with the Head of Press & PR and external agencies to shape and deliver the Press and PR strategy to build a positive reputation and heightened profile for Bradford 2025 UK City of Culture (Bradford 2025).
- Devise, manage and deliver innovative press campaigns to communicate the aims and activities of the organisation to the full range of media, including print, broadcast, online and social media, regionally and nationally.
- Develop and deliver strategies to communicate the impact of Bradford 2025 with the Press team including consultants, and the wider Audiences team.
- Work with the Head of Press & PR to identify media opportunities across skills & training and partnerships programmes, and fundraising activities.
- Proactively develop and maintain relationships with a diverse range of key opinion formers, media, platforms and channels.
- Produce clear and effective press releases, background information, media schedules, briefing notes and responses to media.
- Manage and oversee photocalls, interviews, TV & Radio broadcast activity.
- Stage press launches, tours, conferences and events securing the attendance of key media.
- Develop close working relationships with colleagues and ensure they are equipped to act effectively as ambassadors or spokespeople for the organisation through preparation and circulation of internal PR briefings, and other regular liaison.
- Work with the digital team to develop interesting and relevant editorial and content ideas that tell the story of Bradford 2025.

Essential

- Experience and confidence in delivering local and national media campaigns for a large organisation.
- Demonstratable success of working with and briefing journalists to place positive stories in prominent media outlets.
- A highly collaborative approach with excellent communication skills.
- Experience of staging press launches, previews, tours and events, securing the attendance of key media.
- Experience of managing multiple and varied projects and strong time management skills.
- Experience in live and pre-recorded TV & Radio broadcast.
- Ability to build and manage strong relationships with key stakeholders including partner organisations and funders.
- Ability to evidence the results of PR campaigns to a broad range of stakeholders.

- Flexible approach to work with ability to attend evening and weekend events as required.
- Solutions focussed with a proactive and positive outlook.
- Inquisitive, meticulous and detail orientated.
- Experience working in a busy press office.
- Excellent written and verbal communications skills.

Desirable

- Experience in Digital PR.
- Experience of working on Film, Performance and/or Community focussed PR campaigns.

Note: We are open to discussions around job sharing or secondments.

This role might also be called

Media or Communications Manager, Senior Press Officer.

To apply for this role please send to recruitment@bradford2025.co.uk

- an example of a PR campaign you have produced
- a copy of your CV
- and a covering letter of no more than two sides of A4

Annual Salary of £38,000