

STOVAX

The Stovax Group (comprising Stovax Ltd, Gazco Ltd and Original Style Ltd) manufactures and distributes high quality stoves and fireplaces, range cookers, stone, glass and ceramic tiles and exports to more than 55 countries worldwide. The Group employs approximately 360 staff and has a proven record of growth and internal promotion of staff.

JOB TITLE: PR & COMMUNICATIONS CO-ORDINATOR

PURPOSE OF THE ROLE

Reporting to the Marketing Manager, this role will be responsible for the delivery of high quality, creative communication to press, industry bodies and customers, in line with company guidelines and marketing strategy.

ROLE ACCOUNTABILITIES

- Work with Marketing Manager to develop an external communication strategy which covers markets in the UK and overseas, press and trade publications.
- Co-ordinate all PR activity in the UK and overseas, building the company profile and raising brand awareness
- Prepare, type and check press releases, news articles and dealer communications, in accordance with the external communication strategy
- Monitor the press cover received across the businesses, collate and provide monthly reports for the Board meeting
- Fulfill all press and dealer enquiries / sample / image / copy requests professionally and promptly
- In conjunction with the marketing team co-ordinate correspondence to the dealer network
- Build good relationships with key media personnel, with the view to developing strong working partnerships and increasing company exposure
- Represent the company externally and act as a spokesperson as and when required
- Working with the marketing and new product development team, devise and implement PR support for all new product launches
- Co-ordinate all PR events for Gazco, Stovax, Redfyre and Garden style direct
- Maintain an efficient image library and database of contacts / press and freelance journalists

- Ensure knowledge of the products and business sector remains updated with latest technology, business developments and consumer trends

The person needs to:

- Proven track record of PR in a consumer environment
- Proven track record of developing and implementing creative PR campaigns and solutions
- Evidence of working to tight time scales and budgets
- Proven track record of developing positive relationships with stake holders and media
- Attention to detail, whilst maintaining a flexible, adaptable approach
- Self starter with the ability work on own initiative, but within the confines of a departments resources and timescales
- Ideally from a journalist background, or ability to demonstrate appropriate training
- Affiliate membership of IPR or higher