



# PR Manager

Marketing

**Role Purpose:** Playing a key role within the Marketing function, you will drive growth in reach, visibility and impact with our target customer audience through raising the volume and impact of brand messaging. Responsible for planning, developing and implementing Toolstation's PR strategy, you will strive to tell our story, journey and aspirations and build our reputation and brand awareness. You'll be responsible for leveraging partner relationships with sponsors and charities to generate innovative and effective customer content that supports the wider team across channels. Taking responsibility for reputational and content management during times of crisis, you'll do all you can to protect and build the brand. You'll also lead the relationship with our chosen charity, working collaboratively to support the partnership and seeking opportunities for content that supports brand and corporate social responsibility messaging.

**Function / Business Unit:** Marketing

**Location:** Head Office, Bridgwater

**Reporting Line:**  
Senior Brand Marketing Manager

**Budget Responsibility:** £900K+ across PR/Char/Spons/Res.

**Team Management:** N/A

**Key Accountabilities / Responsibilities:**

- Taking accountability for designing, delivering & developing the brand PR strategy.
- Generating appropriate content that supports and drives our brand story across all channels and stakeholders.
- Raising brand awareness in a proactive, contemporary and future focussed way, spotting and maximising trends and opportunities.
- Generating content for both external and internal audiences, seeking every opportunity to tell the story of our brand, growth & journey.
- Balancing both reactive & opportunistic workload with your medium and long-term strategy and plan.
- Advising management on key strategic communications to uphold a positive image and reputation.
- Reacting at pace within crisis or potentially harmful situations to provide appropriate and accurate responses, which protect the brand reputation.
- Working cross functionally across head office, distribution and retail to gather content and seek PR opportunities.
- Managing PR and charity budget.

- support networks. Maintains or shifts focus on operational goals in response to changing priorities.
- **Commercial/Business awareness** - Fully understands business priorities and aligns direction to match. Uses company knowledge and external market data to identify opportunities for success.
- **Entrepreneurial** - Able to work at pace under your own initiative with a passion to seek every opportunity to drive the brand messages.

**Your strengths:**

- **Change/Continuous improvement** - Strives to improve things by challenging existing thinking. Identifies innovative alternatives to traditional methods/approaches.
- **Influencing/Negotiating** - Negotiates skilfully in tough situations. Consistently crafts solutions with maximum value for all parties
- **Relationship building** - Proactively identifies and deliberately develops strategically important relationships. Uses strategic relationships to develop business opportunities and to influence change. Works to communicate organisational vision and to understand strategic priorities.
- **Interpersonal Skills** - Able to get along with, encourage and build relationships with stakeholders while coming up with efficient and logical plans. Easily builds relationships.

**Required Skills & Experience:**

- Experienced PR professional in a fast-paced environment with proven success

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- **Relationship Management** - Able to build lasting, constructive, and mutually beneficial relationships with other individuals and groups. Able to work collaboratively.
  - **Strategic planning** - Ability to develop & drive strategic plan. Proactive project management skills.
  - **Adaptability** - Remains positive and resilient under pressure, adapts to change and uses
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