



Futures

Head of PR – The Birley Clubs

The Head of PR will lead the Communications team working closely with the Marketing Director. You will drive the PR agenda for The Birley Clubs and for The Caring Family Foundation. You will have exceptional knowledge and understanding of UK and international media landscape – you will have a strong relationship with editors and journalists and experience of VIP and influencer engagement. You have established contacts with press, talent agencies and luxury brands and are confident in your understanding of different social channels and how to use them to elevate luxury brands.

An exciting opportunity has arisen for a dynamic and creative Head of PR to join the Communications team at the Birley Clubs based in Central London.

The Birley Clubs operate some of the world's more iconic private members' clubs; Annabel's, Mark's Club, George, Harry's Bar and Bath & Racquets Club.

As Head of PR, you will develop and lead on the PR and media strategy across the group and The Caring Family Foundation.

Responsibilities

STRATEGY

- **Devise and execute PR strategies that support business objectives**
- **Establish key performance indicators (KPIs) for PR initiatives and conduct regular analysis to evaluate the cost-effectiveness of PR activities**
- **Devise campaigns and PR stories that elevate the brand, whilst also adhering to the controlled messaging and access that is necessary for a collection of private members clubs**
- **Implement crisis communication plans and act decisively**
- **Be a skilled copywriter with meticulous attention to detail**
- **Can write press releases and quotes with flair to ensure storytelling is aligned with messaging**



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- Responsible for leading and managing PR yearly budget

PRESS COVERAGE

- Have a track record of achieving impressive press coverage on projects, specifically in top tier and luxury press titles
- Have experience achieving international coverage for UK brands and can advise on strategies to achieve this when there is a business need or objective
- Experience in paid media and the creative thinking to implement into wider earned media strategy
- Experience in thought-leadership and profiling features

VIP / INFLUENCER ENGAGEMENT

- Devise and execute influencer strategies and activations
- Build influencer list that are on brand and relevant, engage with them and capture relevant data to report back with learnings
- Be able to build reputation and rapport with VIPs, agencies and publicists, and manage the relationship to ensure they achieve results and offer a strong ROI
- Support social & content team with ideas for innovative PR campaigns with VIPs and influencers

BRAND PARTNERSHIPS

- Have a passion for the luxury, fashion and beauty sectors that enables you to recommend and initiate brand collaborations that are relevant, offer unique member experiences
- Be confident and proactive when working with brands, draft contracts, manage the relationship and ensure delivery on both sides

PERSONAL PROFILE

- A background in philanthropy or hospitality welcomed



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- **5-7 years' experience at a PR agency or in-house luxury brand**
- **A clear understanding of the domestic and international media landscape**
- **Engage with internal and external stakeholders, including agencies, executives, employees and members**
- **Demonstrates a strong work ethic and willingness to learn; enthusiasm and passion for the role is a must**
- **Exceptional communicator – confident in presenting ideas and social thinking to different parts of the business with key partners**
- **An excellent organiser who can multitask and prioritise multiple stakeholders and deadlines**
- **Can work under pressure, with the ability to be reactive and flexible in a fast-paced environment**
- **An obsessive attention to detail**
- **Can lead and inspire a high-performing PR team**
- **Strong interest in and understanding of the social media landscape**
- **Interest in the luxury, hospitality and fashion industries is strongly preferred**

More details and application link available [here](#).