

Head of PR and Communications

Basic Job Information

Job Title	Head of PR and Communications
Brand/Function	VWPC, SKODA, SEAT/CUPRA, AUDI
Department	PR and Communications
Job Grade	G / G
Location	Blakelands
Role Reports to	Brand Director
Direct Reports	Varies up to 5
Budget Accountability	Agreed annually with Brand Director

Job Purpose

Responsible for the development and implementation of the Brand's PR strategy. Ensuring high, positive visibility in the UK media and managing the Brand's reputation. Helping the successful delivery of the Brand strategy through the implementation of the Brand's internal communications and events strategy.

Key Areas of Responsibility

Press and PR

- Development and implementation of an effective Brand PR communications strategy across all relevant business strands, defining and leading on-going media interest in the Brand and its products.
- Shape all Brand and product media messaging, leading and co-ordinating with HQ corporate communications and events teams, ensuring coordination.
- Copy approval of all media materials covering UK channels.
- Identify and nurture relationships with journalists on behalf of the Brand.
- Create an impactful product, lifestyle and media relations strategy, overseeing and ensuring delivery of PR campaigns that champion the Brand.
- Ensuring implementation, tracking and progress; aligning with the Brand strategy.
- Lead on the planning and implementation of the Brand's crisis communications strategy.
- Ensure and oversee stronger alignment between PR and social media.
- Delivery of all consumer, retailer and internal events for all Brand departments
- Work seamlessly with the senior leadership team to provide external and internal communications counsel regarding proactive and reactive media issues and topics.
- Build relationships with key partners, trade bodies, and other external organisations on communications issues.

Internal Communications and Events

- Provide strategic leadership and shape the internal communications strategy, driving engagement and supporting business change.
- Ensuring timely communications by aligning internal and external communications, creating synergies and ensuring high quality relevant content.

- Accountable for the development and implementation of all internal, dealer and consumer events across the Brand; includes managing internal and network broadcasts via channels including Teams and Virtual Event platforms, hybrid events or physical events,
- Support any Global sponsorship programmes of events (Brand dependant)
- Support for the VWG Internal Comms Working Group to deliver appropriate cross-functional events and communications.
- Oversee the day to day deliverables of the 3rd party “Hub” editors within the Brand and work with the Group Hub lead for future innovations.

Leadership

- Accountable department budget management, ensuring effective spend on PR, internal communications, and Brand events.
- Management of the procurement and contractual process to ensure compliance for new projects and renewal of existing supplier activities
- Support the ongoing development and long-term career progression of the PR and communications team.
- Inspiring, mentoring and motivating member of the team; building a highly engaged, inclusive and productive working environment.
- Deliver continuous feedback and provide guidance, counsel and support to team members.
- As part of VWG UK’s 2nd line of defence within ECMS & PCMS programmes, adopt responsibility for supporting the management, steering and control of Environmental & Product compliance relevant activities; ensuring continued compliance with VWG Policies.
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Compliance Responsibility

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Working Relationships

- This role interacts with a variety of senior stakeholders throughout the organisation, both in the UK and internationally.

Skills

- Fully conversant with all areas of the editorial media, including social media, motorsport, corporate and business, as well as the lifestyle media sectors
- Ability to handle, engage and connect with journalists at the very highest level
- Exemplary written and verbal communications skills, backed by strong writing, sub-editor and editorial ability with an “eye” for a story
- Ability to manage performance
- Strong influencing and persuasive skills
- Excellent interpersonal skills and the ability to communicate and negotiate at all levels. Ability to create and maintain effective business relationships
- Action-orientated, comfortable with making decisions
- High personal and professional integrity
- Excellent knowledge of English language

Experience

- Extensive experience working in communications - including media, events, brand, and internal and crisis communications
- Track record of leading PR communications strategies
- Extensive senior stakeholder management experience
- Established relationships with top key UK journalists
- Experience of delivering product press launches and VIP events
- Experienced management of a budget in a constantly changing environment

Qualifications

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Career Pathways

- Different Head of Business roles in the organisation.

Version Control

Date	Version No.	Reviewed by	Comments/Action
October 2021	1	HR	
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on the intranet and therefore this document is uncontrolled if printed.			