

Assistant PR and Copywriter (bilingual)

Background

Orchard, a leading creative agency rocking Wales and the world are on the hunt for an Assistant PR and Copywriter to join their PR team.

This is a full-time permanent role (37.5 hours per week, usually 9am – 5:30pm Monday to Friday but flexibility is key) with a competitive salary and a great benefits package for the right person.

This role will be focused on delivering exceptional bilingual written creative content for a range of clients (from small to... huge!) as well as 'mucking in' with the everyday tasks of a busy press office.

This is a great opportunity for someone with 1-2 years' experience of copywriting/PR to come and join a major creative agency where the sky is the limit.

Team: Orchard PR

Reporting to: Head of PR and Social

You'll be responsible for delivering internal work and client campaigns to the highest standard. A great multi-tasker, a clear communicator, a kick-ass story teller and a strong all-rounder, you usually thrive on the day-to-day pressures of a busy PR team and varied workload and you're happy to work across the business to produce awesome copy.

Is this you?

- I love the challenge of hitting deadlines- I love being busy!
- I'm a creative copywriter, able to tailor my content for different campaign outputs, audiences and platforms
- I'm creative and I tailor my ideas to fit the client needs
- I'm positive and upbeat- PR is a competitive world but I don't take knockbacks to heart
- I'm an all-rounder- my job requires me to be able to complete a range of tasks and I love keeping up with the latest training, skills and trends
- I'm flexible... PR isn't a 9-5 job
- Even though I have autonomy and can work on my own initiative, I love being part of a dynamic team
- I love being creative and spontaneous, but I also realise that my job relies on order and reporting back to clients regularly

The day-to-day

- Write and create content, press releases, stories, articles, social media posts, case studies and product pieces;

- Pitch press releases and feature ideas by phone or email to national, regional and trade journalists, across print, broadcast and online, to interest them in covering their clients' stories;
- Media relations- respond to phone calls and emails from journalists;
- Arrange interviews and editorial meetings with key journalists for clients' spokespeople - in person or over the phone - and facilitate these meetings where appropriate;
- Monitor media coverage and collate evaluations/report results to the wider team and clients;
- Attend client events and industry conferences;
- Assist in handling clients' social media accounts such as their Twitter, Facebook or LinkedIn pages;
- Brainstorm fresh ideas for PR campaigns.

Key skills

- **Fluent Welsh speaker:** this role is bilingual (essential)
- **English language fluency:** You need to have excellent written and spoken English.
- **Copywriting skills:** You need to be hot on spelling, grammar and proof-reading, as well as have a creative flair for producing engaging copy.
- **Presentation skills:** From communicating ideas to your team to presenting stories to journalists, you need to organise information in a succinct and interesting way to capture their attention.
- **Strong interpersonal skills:** Whether it's over the phone, by email or in person, PR is all about people, so you need to be approachable, friendly and empathetic, and be able to relate to people on different levels within the agency, with clients and with the media.
- **Excellent telephone manner:** You will spend a lot of your time pitching stories to journalists, so you need to have the confidence to pick up the phone and speak to them and maintain a positive, friendly and upbeat tone.
- **Time-keeping:** You will often be working to tight media deadlines as well as meeting the demands and pressures of your team and clients, so you need to be able to work quickly and efficiently, without compromising on quality.
- **Resilience:** You need to be ballsy enough to pick up the phone to national journalists and resilient enough to handle criticism and rejection.