

LEEDS CASTLE

DESIGNED TO ENTERTAIN & AMAZE

PR & FILMING EXECUTIVE

Role Profile & Job Description



LEEDS CASTLE

JOB DESCRIPTION

JOB TITLE: PR & Filming Executive

REPORTS TO: Marketing Manager

DEPARTMENT: Marketing

LOCATION Leeds Castle is a stunning, 900-year-old moated castle, set in 500 acres of Grade II listed parkland, situated in the beautiful Kent countryside. The Castle has been open to the public through the Leeds Castle Foundation since 1974 and continues her story as a glamorous retreat and popular visitor attraction.

PURPOSE The PR & Filming Executive role at Leeds Castle is designed to enhance the Castle's profile as a premier heritage destination through strategic public relations and media engagement. This position focuses on developing a compelling PR strategy aimed at igniting emotion and conversation around Leeds Castle, while aligning with broader marketing objectives.

The executive will manage media relationships, coordinate filming and photoshoots, and produce engaging content that highlights the Castle's unique offerings. By fostering strong connections with journalists and influencers, the role seeks to ensure that Leeds Castle continues to captivate visitors and solidify its status as a must-visit attraction in the Kent countryside.

KEY TASKS

- Implement a proactive calendar of press releases and blog content. Research, write and distribute press releases, editorial and advertorials to agreed deadlines.
- Generate listings, articles and features, across Foundation and Enterprise businesses, in target press, TV, radio and other publications, and work with wider departments to position key spokespersons for thought leadership and interviews.
- Manage the PR inbox and respond to all media enquiries, and provide tailored editorial and creative content to adhere to specific requests.
- Using media database software, create, review, update and manage media lists and research target press, influencers and partners to widen distribution channels across the Foundation and Enterprise businesses. Ensure media coverage is appropriately monitored, regularly review evaluation metrics, and report on KPIs. Distribute the critical information around the business.

- Create, develop and maintain effective working relationships with journalists, influencers and partners in order to identify opportunities, and secure appropriate media coverage and campaigns.
- Identify and organise press and influencer reviews, and secure appropriate media coverage and report against KPIs. As required, organise media, influencer, travel trade and partner familiarisation trips, meet and greet, and follow up all visits to cultivate and maintain relationships.
- As required, manage external PR specialists and consultants.
- With support from Marketing Executives, organise external and internal filming and photo shoots and distribute the critical information to the business in an organised and timely manner.
- Maintain internal image library, and create external press image library.
- Provide copywriting, proofing and editing of publicity and marketing material, advertising and website as required.
- Research, write and submit award entries to showcase new projects, events and activity across the Foundation and Enterprise businesses.
- Work alongside the Marketing Executives and Digital Marketing Executive to plan, create, execute and report on the running of the Leeds Castle social media channels.
- Any other duties as identified by the Marketing Manager and Marketing Director to assist with the day to day running of the Marketing Department.
- Build knowledge of Leeds Castle's customers, their visitor journey, satisfaction and engagement with the Foundation, contribute to KPI's on improving satisfaction, growing returns.
- Share out of hours crisis comms cover with the wider marketing team.

SKILLS, KNOWLEDGE, EXPERIENCE

Knowledge

- Good understanding of different PR and marketing techniques.
- A thorough understanding of the Media and Communications industry.
- An understanding or interest in the areas of visitor attractions, heritage, travel and gardens.

Experience

- Ideally at least 12 months' experience of working in a busy PR and marketing department.
- Effective media management and the development and activation of media and communication plans.
- Writing copy, press releases and building relationships with the press, influencers and business partners.
- Undertaking filming recce and photoshoots, and co-ordinating crew on location.
- Developing trusted relationships with media contacts and business partners.
- Generating ideas to support foundation and enterprise businesses.

Skills

- Driving Licence.
- Confident communicator, written and verbal.
- Excellent IT & administration skills with a good knowledge of:
 - Microsoft Word, Excel, PowerPoint, database management.
 - WordPress preferable.
 - Media monitoring software, ideally Vuelio and Response Source or similar.
 - Adobe InDesign and Photoshop.
- Able to write engaging, on-brand content, creative design abilities.
- You will have a strong new sense, be a great story teller with a passion for selling in features and stories across a range of media contact.
- Able to juggle multiple priorities.
- Ability to plan and think strategically and commercially.
- Personable team player.
- Excellent standards of personal presentation, performance and attendance at all times.
- Follow Company regulations in Health & Safety and maintain a safe working environment.

In addition to your main areas of responsibility, the values and behaviours that are required from all our people for the successful delivery of our vision and strategy are summarised below:

VISION	To be the South's top heritage destination for relaxation, hospitality & experiences that surprise & delight
VALUES:	
	WELCOMING: Everyone is treated as a valued guest
	BEHAVIOUR: We welcome our guests with warmth & the personal touch, going the extra mile to make sure guests have a fabulous experience, while keeping them safe. We are inclusive, welcoming people of all races, genders, ages, sexualities & abilities. We build connections with communities & partner organisations to reach those who experience barriers to visiting.
	SURPRISING: We are a living, breathing heritage site, a place that uses its assets with joy. We look at life through a different lens, seeking surprising hidden stories & new approaches
	BEHAVIOUR: We are curious, think laterally & always look for the Leeds Castle 'twist' to make us stand out. We are agile, flexible & open to change.
	ENDURING: As estate custodians, we understand our assets, think long-term in caring for & improving them & leaving a healthy, positive legacy for future generations.
	BEHAVIOUR: We manage finances for the long-term, investing wisely & monitoring payback. Staff spend charitable funds prudently, always seeking best value. We minimise environmental footprint & work towards net zero carbon emissions. We plan regular maintenance & capital projects to protect our assets, doing the job properly & once. Our decision making is ethical, transparent & has integrity.
	NURTURING: We continue the estate tradition of looking after our people & communities.
	BEHAVIOUR: We respect different skills, experience & views. We work as one team, supporting & developing staff, recognising this is a lifestyle, not just a job. We take ownership of challenges & opportunities, successes & failures, always learning from experience. We are a good neighbour & partner, with a positive influence in Kent and beyond.

All candidates will be recruited against the above criteria regardless of their sex, racial, ethnic or national origin, disability, age, sexuality or responsibilities for dependents. We value a diverse workforce and celebrate our differences.

This Job Description is not exhaustive. You should be aware that you may be required to perform other duties as required. I have read and understood the above Job Description.

Signed Date