

Title: Social Media & PR Exec
Location: Waterloo
Dual Reporting relationship: Marketing Manager & Head of PR

The Role

Leading global escape room entertainment brand is looking for an awesome freelance Social Media & PR Exec to support its UK rollout plan. This is a dynamic, highly entrepreneurial business which while established internationally, is a start-up venture in UK. Eight venues are currently open around the UK, with more to come throughout 2019. An official Doctor Who live escape game is also about to launch – making it a very exciting time to join the business.

Working with the marketing team, this is a unique opportunity to drive the UK social media communities and build strong relationships with media and influencers. You will be creating content for social media to promote conversation, engagement, brand visibility and to drive online ticket sales to this new entertainment experience. You will be managing the communities, responding to fans answering questions and generally maintaining the social media pages. Media relations will also be a strong part of this role, working closely with the national and regional press to generate coverage for Escape Hunt. The role will also involve drafting media materials to support PR activations and attending on site events and launches, alongside day-to-day social media management. There is a lot of creative freedom and fun to be had to build the engagement with the audience and create disruptive content. This is an opportunity to make your mark on one of the newest entertainment companies in the UK.

Work closely with the UK marketing manager to:

- Set the UK social strategy in line with brand values and positioning
- Define the role of each social channel & establish KPIs
- Create and populate a brilliant social content calendar
- Develop required content assets including photo and video content, gifs etc, sourcing and managing agency contacts where necessary
- Use Hubspot to schedule content and analyse its performance and produce clear and structured reports
- Learn from insights and adapt the future strategy accordingly
- Work closely with local site marketing champions to help them manage their local social channels, provide best practice guidelines and manage weekly update calls
- Collate customer feedback received through social channels to generate insights and help improve the in venue customer experience

Working closely with the Head of PR to:

- Build strong relationships with Escape Hunt's target national and regional press and liaise on a daily basis, via telephone and email – with face-to-face opportunities at each site where possible
- Monitor the media, including newspapers, magazines, broadcast, newswires, social media sites and blogs, for Escape Hunt opportunities
- Work alongside the Head of PR to develop campaigns and implement PR activity
- Prepare internal PR reports and attend internal meetings
- Research, write and distribute press releases and other media materials to targeted press
- Promote news stories and features to the media, known as 'selling in'
- Collate, analyse and evaluate media coverage
- Manage events, including sites / game launches and stunt activity

- Work with the Head of PR to create social plan / calendar for Escape Hunt and implement the day-to-day community management and any creative PR executions

Candidate Background and Experience:

- Passion for entertainment & entertainment experiences
- Content savvy with strong creative skillset
- Experience creating and implementing PR, social media campaigns
- Experience managing communities and building strong relationships with their online communities, influencers and media.
- Good at writing playful, engaging entertaining copy
- Social native. Experience across Facebook Insta, Twitter and Linked In
- Experience in media / entertainment field preferable
- Great communication skills, both written and verbal
- Attention to detail - Immaculate spelling, punctuation and grammar
- Results-driven, always thinking of ways to improve and innovate
- Self-motivated and proactive, not afraid to get stuck in and get stuff done
- Open to long term contract role
- Immediate start