

JOB DESCRIPTION

Job Title: SWRT PR Officer

Department: Marketing Subaru

Reporting to: SWRT PR Manager

Grade: 5

Job Purposes: To work with the Subaru World Rally Team and its commercial partners to ensure that Subaru's participation in the WRC achieves the maximum media exposure and that key brand messages from Subaru and its partners are communicated.

Key Accountabilities:

- To work together with the SWRT PR Manager to develop and implement the annual media plan for the team and its key sponsors
- To travel to most rounds (approximately 14) of the WRC and support the PR Manager on event. Typically each rally trip will last six days. This wide-ranging role will include writing and distributing press releases and updating the team's web-site swrt.com throughout the event. Pre-event duties will include planning the rally PR schedule, assisting with marketing and media functions and assisting the team with its hospitality programme
- In conjunction with the New Media Manager and SWRT PR Manager, develop a 12-month story plan for swrt.com and deliver a supply of fresh, accurate, informative and engaging content
- Work with the PR teams of Subaru's top-ten markets and help them to maximise the number of SWRT feature stories in their territory
- With the emphasis on Subaru and its partners' key markets, produce and implement a PR plan that targets business, lifestyle and international media. This should include story ideas based around Subaru's participation in the WRC that would be suitable for coverage by television, radio, magazines and newspapers
- To develop a close working relationship with the production crews of International Sportsworld Communicators (ISC), and other international broadcasters and maintain the team's reputation as the easiest and most professional team in the WRC for them to work with

- Work with the PR Manager on other ad-hoc projects, such as media hosting on rally tests, driver promotional trips and the production of promotional videos. This will probably mean an additional two weeks of travel per season.
- Work with the team's Account Managers to copy-write the team's partner newsletter, partner maximisation manual, and other bespoke copy-writing projects
- To set-up and maintain a record of media coverage achieved via SWRT media initiatives and to produce a quarterly evaluation of results. This will include press cuttings and a video library.

Person Specification:

Education/Qualifications

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- Graduate calibre with perhaps further post graduate qualifications from the IPR
- A second language advantageous

Work Experience

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- Two to three years experience, most likely gained in a PR agency environment with proven feature placement skills
- Experience of working in a busy press office with lots of inbound enquiries
- Experience of working with international journalists an advantage
- Some exposure to the automotive sector – although not necessarily motorsport
- Experience in dealing with crisis management issues
- Experience in dealing with senior management personnel

Special Aptitudes

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- Excellent writing skills
- Proven organisational and event management skills
- A can do approach. Must possess a positive attitude and the ability to identify alternative solutions to problems
- Able to travel to most WRC events, plus some (up to five) tests and partner promotional functions
- A creative thinker who can quickly become an expert in the WRC and identify fresh story angles and innovative photo-opportunities
- Happy to work abroad for extended periods (trips of up to 11 days)
- A competent driver, who may be called upon to transport SWRT drivers and VIP's in unfamiliar countries
- The ability to use initiative and prioritise high workloads in an efficient manner
- A flexible attitude towards working hours and changing priorities
- Relentless in exceeding client expectations and continually exceeding goals

- A commitment to achieving the best solutions i.e. a rigorous approach to work
- Able to work well with high profile personalities eg sports stars, celebrities etc.
- Computer literate and enthusiastic about learning and updating the team's website
- Ability to analyse and interpret data. Experience of providing management information reports
- The ability to bring a sense of humour and energy to the role, even in the most trying circumstances
- Team Player – willing to pitch in with everything from directing photo-shoots to stapling press releases
- Excellent interpersonal skills. Influential with peer group and more senior client contacts
- Gains respect and trust from a broad range of people
- Understands the Prodrive/ SWRT values and reviews own behaviour accordingly
- Responds to change in a positive and flexible manner