

JESSICA M^cCORMACK

Job Title	Head of PR
Department	Marketing
Reports to	Head of Marketing and dotted line into Creative Director and CEO
Direct reports	None

Summary

Strategise, develop and implement the agreed PR strategy, ensure consistent international brand communication across print and online media to increase awareness on Jessica McCormack Ltd. Responsible for PR & Communications global execution, special events and PR office administration.

Duties and Responsibilities

Area	Requirements
Editorial	<ul style="list-style-type: none"> • Establish PR strategy to ensure appropriate communication messaging, execution and maximum coverage reach. • Manage the relationship with our global PR agency to ensure strategy is delivered and KPIs are met. • Strategise, develop and pitch editorial across all media (long, short, online) for each collection and product launch as well as brand profiles both domestic and internationally. • PR role liaising with journalists and press. • Build and maintain relationships with key press and remain informed on all upcoming stories and press opportunities. • Responsible to write and distribute press releases, coordinate press previews, develop press pack and promotion for product launches. • Develop international press relationships and coverage. • Coordinate the fulfillment of celebrity dressing and press outreach, develop and maintain stylist relationships. • Manage all brand credit requests; confirm product information to publications and advise company-wide on upcoming editorial coverage. • Oversee internal communication on all upcoming editorial and celebrity dressing. • Track and record press coverage, reporting on AVEs and insertions volumes. Responsible for monthly press clippings round-up and internal circulation. • Update communication on social media platform. • Develop PR toolbox. • Liaise with retail partnerships on PR regional outreach to maximise local market coverage.
Special Events	<ul style="list-style-type: none"> • Coordinate PR calendar and events, donations and sponsorships. • Manage on-site operations for events including procurement, supervision and qualitative evaluation of vendors from caterers, florists and rental companies as required, guest lists, RSVP lines, internal operations and communication. • Provide written recap of all events and circulate internally. • Maintain all PR and event budgets. • Coordinate product procurement for all donations and gifts. • Liaise with internal team to coordinate merchandising of the showroom and collateral material and product requirements for events.

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Social Media	<ul style="list-style-type: none"> · Actively source upcoming Influencers to introduce to JM. · Working alongside with Head of Marketing and Content Coordinator to best support Creative Director with social media content schedule.
Inventory	<ul style="list-style-type: none"> · Monitor all outstanding loan requests. · Serve as liaison with Inventory control/ Operations. Responsible for the organisation and maintenance of all PR memos/ inventory loans, perform reconciliations. · Liaise with Inventory control and production to ensure physical inventory is in place for upcoming product editorial. · Coordinate product promotion with Production and Sales departments to ensure publicity alignment on current collections.
PR Office Administration	<ul style="list-style-type: none"> · Supervise space logistics for meetings and events. · Organise and execute all logistical requirements for product trafficking, including shipping and delivery of PR related packages. · Manage PR database, verifying accuracy twice a year. · Generate annual editorial equivalency reports. · Prepare weekly agenda for agency meeting.

Knowledge and Experience

- Experience on the PR agency side and/or in-house PR in the high-end jewelry or luxury industry (6-8 years)
- Strong domestic and international press contacts a plus
- Team player personality
- Ability to multi-task and function under pressure
- Ability to work under pressure in a fast-paced environment
- Excellent organisational and communication skills with the ability to prioritise accordingly
- Highly driven and ambitious

Education and Key Skills

Education	<ul style="list-style-type: none"> · University degree - communications related subject preferred
Key Skills	<ul style="list-style-type: none"> · PC literacy · Advanced use of Microsoft Packages · Photoshop literacy · Strong writing skills · Excellent organisational skills with the ability to prioritise accordingly · Highly driven and ambitious · Editorial Experience preferred
Language	<ul style="list-style-type: none"> · Fluent English