

## **Commercial PR and Communications Manager, European Tour**

### **Can you help the European Tour drive golf further?**

We are currently seeking a Commercial PR and Communications Manager to join the European Tour's Communications team, initially on a 12-month fixed term contract. Based at the European Tour headquarters, at Wentworth Club, Virginia Water, but with flexible working, the successful candidate will oversee the Tour's relationship with business and sports business media, also helping to manage and implement the Tour's corporate PR strategy. The successful candidate will report to the Communications Director and will work closely with the Commercial Director, Partnership Management team and Branded Content team.

### **Key responsibilities of the role will include:**

- A high level of interaction with trade media, business media and sports business media
- Proactively promoting the Tour's commercial partnerships and branded content and raising the profile of key Tour personnel in this type of media
- Designing and delivering an integrated commercial communications plan and PR strategy
- Writing press releases, features and helping to create content to promote the Tour's new and existing partners and suppliers
- Managing inbound commercial media enquiries across commercial and corporate comms
- Providing media guidance and briefings for key executives
- Production of internal and external coverage reports
- Close collaboration with several areas of the business, including communications, commercial, content and marketing teams
- Assistance across other areas of communications as required, including crisis communications

### **Knowledge & Skills**

- Strong background in PR and journalism.
- A minimum of five years' experience in a communications role either in-house or agency.
- Degree or equivalent professional qualification.
- Extensive contact book in business media and sports business media.
- Evidence of producing integrated communications plans and strategies.
- Experience of managing high level communications issues.
- Strong knowledge of sports governance.
- Experience of working with Senior Executives.
- A good knowledge of golf is desirable but not essential.
- Strong social media skills including LinkedIn, Twitter, Facebook and Instagram.
- Excellent communications, both verbal and written.

**This role will involve some weekend work and overseas travel.**