

## Job Description: PR and Marketing Manager

**NO AGENCIES PLEASE**

### Role overview

**To be based in Cambridge or Manchester office**

As PR and Marketing Manager you will be part of the Zyme Communications (Zyme) team and will manage client accounts and projects, as well as supporting new business.

Work is very much driven by client assignments, and might include:

- Proactively managing client accounts assigned to you, under the direction of an Account Director
- Copywriting press releases, articles, and other communications materials
- Media liaison, features research and proactive outreach around client news
- Attending client meetings and drafting actions lists
- Conference support
- Proactive use of social media and drafting content for client social media profiles
- Researching and compiling reports, including coverage and activity reports
- Managing PR and Marketing Executives, junior staff, and projects with partner organisations and freelancers
- Training junior staff and supporting their development
- Ensuring that internal systems and processes are maintained and kept up to date, including the PR database, CRM and timesheets systems

In addition, you will be expected to assist Zyme in identifying and winning new business from both new and existing clients. This might include:

- Researching potential opportunities
- Drafting/reviewing proposals
- Networking

Flexible working and part time hours available for the right candidate. Salary competitive, depending on experience.

### Skills and experience

- Educated to at least undergraduate level in a life sciences subject
- Minimum three years communications/media relations experience, either in-house or agency-side
- Strong copywriting and editing skills with excellent attention to detail
- Knowledge of life science media, including international publications, editorial contacts and journalists