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Job vacancy at CEWE: **PR and Content Manager**

	Salary:	Competitive
	Type of employment:	Full time, permanent, currently based on a hybrid model with 3 days in the office and occasional travel to head office in Germany, and for additional events as required.
	Reports to:	Brand Marketing Manager
	Location:	CEWE Ltd, Warwick, CV34 6RR

CEWE is an international leading company in photo services and commercial online printing. We produce and sell photo products, including millions of copies of the CEWE PHOTOBOOK, that are unique, personal and bring joy to customers.

With our excellent products and unique service quality, the company has positioned itself as no. 1 in the European photofinishing market. Our position is supported by the many awards we have received for innovation, product quality and quality services.

Our customers include walk-in retailers as well as online retailers and in total we supply over 20,000 retailers in 25 European countries.

With over 4,000 employees and state-of-the-art machinery across 14 high tech production sites, our business is forward thinking, consistently investing in new products and technologies and absolutely committed to delighting customers in everything that we do.

In the UK and ROI, we have a B2C offering as well as B2B. Our commercial partnership with Boots Photo means we have CEWE Photo stations in over 2000 Boots stores.

Our UK office and production site is based in Warwick, near Royal Leamington Spa and we have over 80 highly motivated employees on site. For further information about the company go to www.cewe.co.uk.

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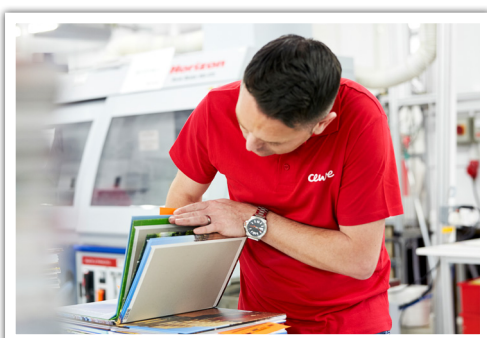
The Role

CEWE has an exciting opportunity for an enthusiastic PR and Content Manager to join our dynamic team. This permanent position is well suited to an individual that is looking to advance their career in marketing and gain hands-on experience in a thriving and supportive workplace.

The PR and Content manager will be part of the Brand team led by the Brand Marketing Manager. She/he/they will oversee all Public Relations activity and be responsible for marketing content initiatives, across multiple platforms and formats to drive sales, brand awareness, engagement, and retention of customers. The PR and Content manager will also ensure excellent, creative and engaging content is produced for both CEWE and trade partners.

Key Requirements

- Support the planning, execution and management of PR and content activities, including the development and delivery of strategies and creative PR campaigns to meet the business objectives within schedule and within budget.
- Day-to-day management of the PR agency, ensuring KPI's are met, additional opportunities are explored, and PR campaigns are delivered on time and to a high standard.
- Closely monitor all PR activity and content - analyse and compile accurate and insightful reports.
- Collate, share and co-ordinate content throughout the business and ensure content is available to support all campaigns and initiatives.
- Ensure that content is on brand and consistent in terms of style, quality, and tone of voice.
- Produce high quality content including written, graphic and moving image to engage and influence target audiences for all channels.
- Build and maintain good working relationships with designers and developers to produce high quality content.
- Support the team in the production of marketing materials such as magazines, leaflets, posters and flyers from concept to delivery.
- Stakeholder engagement and management.
- Keep up to date with industry trends and bring new ideas to the table.
- Support the development of marketing plans and strategies.
- Be a brand champion - provide support and guidance around brand strategy and brand identity to the business, in particular tone of voice and visual language.



General Duties

- The PR and Content Manager is responsible for other such duties as specified by the Management team and Directors to enable the Company to fulfil its orders and obligations.
- Adherence to Company Rules and Regulations, including Health and Safety, as outlined in the Company Handbook and Health & Safety Manual.
- Maintaining the confidentiality of all knowledge and information appertaining to the Company, its customers and its employees.

Required Skills

Essential

- Degree calibre with previous experience in a PR or Marketing role and a proven track record of writing, producing and creating all forms of content.
- Extremely organised and capable of multitasking.
- A strong communicator with ability to build rapport and motivate team members.
- Passion for and a very strong skill set in copy-writing, social media, creative and digital content.
- Motivated to constantly meet high standards, improve and push the boundaries through creative execution.
- Ability to work in a fast-paced environment and manage time effectively.
- Previous experience of writing copy with a commercial / consumer selling focus and implementing brand guidelines and tone of voice.
- Very strong editorial and proofreading skills, good attention to detail and problem-solving skills.
- Wide knowledge of other digital and traditional marketing methods - including email campaigns, direct mail, social media and advertising.
- Content with working autonomously but also a keen collaborator and must be a team player.
- Can interpret data and use of marketing analytics tools.
- Significant experience working with and managing agencies and other providers of marketing services.
- Excellent IT skills, with a sound knowledge of SEO, social media and use of Content Management Systems.
- Willingness and motivated to learn and acquire new skills and knowledge.

Desirable

- Interest in / knowledge of photography.
- Previous experience of writing for a relevant industry e.g. photography, travel, wedding, fashion.



Should you feel your skillset is in line with the requirements of the job role and you feel you would be a great fit to the CEWE Team, please send your CV to **Victoria Powell** at Victoria.Powell@cewe.co.uk

Due to receiving a large quantity of CV's, if you do not hear back from us within 14 days then please note your application was not shortlisted and therefore unsuccessful for this role. Please do look out for future vacancies and re-apply for a role which may be in line with your skillset.