

Director, PR – P&O Cruises

Role Description:

Responsible for maintaining, raising and evolving the profile of P&O Cruises as Britain's favourite cruise line and as a contemporary holiday choice across all forms of media including national, lifestyle, broadcast, trade and social media (with the ultimate aim to be Britain's number one holiday choice). This will involve working with the team to develop, create and implement an ongoing stand out PR strategy supporting the VP PR and with responsibility for its implementation in the UK.

RUI:	2010	Grade:	CUK Level 5	Criminal Record check required:	Not Applicable
Directorate:	P&O Cruises	Reports to:	VP PR P&O Cruises		
Function:	P&O Cruises Marketing & Commercial	Team:	PR		
Direct reports :	Job Titles & Level <ul style="list-style-type: none"> • No direct reports • Team includes PR manager and PR executive 				

Accountabilities

Strategic Leadership

- To ensure P&O Cruises maintains a consistently high and positive profile in the top tier UK media, ensuring there is a calendar of engaging stories that raise awareness and reinforce and build upon its brand values and USPs
- To create and develop P&O Cruises media events to support PR activity ensuring they are unique, on-brand, meet the commercial requirements of the business and are capitalising on any opportunities – from brand partnership, to launch events to one-off news stories.
- To be a key point of contact for P&O Cruises and have responsibility for the delivery of communications in the UK, working alongside the VP PR and PR manager.
- To capitalise on existing news stories and build innovative news for ongoing articulate and accurate media relations campaigns
- Work closely and collaboratively with other Carnival UK departments and support their activity through PR/media relations
- Support VP PR in the development and execution of stand-out creative PR plans in print, broadcast, social media and online with emphasis on online & print consumer presence
- Action core proactive and reactive media relations; press releases, press trip identification and arrangements
- Support VP PR with strategic PR plans in line with commercial and corporate objectives. Update planning, campaign and PIR documents with PR activity results
- Ensure alignment of PR activity across all marketing channels and attend appropriate commercial and planning strategy forums
- Identify tactical news opportunities for brand contribution
- Generate creative ideas generating/writing/issuing of news releases and features
- Build on existing network of lifestyle media contacts across specialist online and print media as well as high profile, engaged and appropriate influencers
- Implement creative plans to maximise media coverage for launch of Arvia in December 2022, ensuring disruptive and stand out PR activity
- Deputise for VP PR with corporate/CUK issues and investor relations
- Create disruptive events and strongly positive editorial coverage to contribute towards objective of becoming Britain's number one holiday choice
- Ensure all media relations activity is in line with commercial objectives and aligned across all other marketing channels and communications
- Support the VP PR to arrange media events to showcase news & brand experiences
- Oversee activities of PR manager and executive as necessary

- Maintain and increase P&O Cruises coverage in traditional travel pages and extend in to wider consumer/lifestyle press, including broadcast media
- Provide creative input for stand-out media relations activity across all media
- Increase product placement of P&O Cruises within target media/TV programmes
- Generate additional activity which will maintain and enhance P&O Cruises coverage e.g. via events and proactive feature story pitches
- Support the delivery of group press trips including hosting when required
- Support the delivery of one day media ship visits including hosting when required
- Support Sales team with trade press coverage
- Implement and sell in ideas pro-actively to all media, online, print and broadcast
- Maintain POC as the authoritative voice within the industry
- Work together with the PR team to ensure that all activity is completed to a high standard within deadline and within budget
- Work with the PR team to ensure stringent budget and project managements
- Support VP PR with incident, crisis and reputation management
- Deputise for VP PR as necessary
- Ensure all media relations activity is evaluated and measured against KPIs

People Management / Coaching / Development / Resourcing

- To provide day to day management, coaching and support to the PR team members
- To oversee positive working relationships with internal stakeholders, at all levels, and outside agencies, ensuring a culture of engagement, motivation and collaboration is maintained

Budget Management / Financial Responsibilities / Revenue / Sales / Cost Management / Cost Control

- Work with PR manager to ensure rigorous budgetary planning and monthly cost control for the P&O Cruises budget.
- To contribute to the formulation and management of the team's G&A budget
- Ensure appropriate ROI on all PR and social media activity is in-line with commercial objectives

Customer Responsibilities (Internal & External Customers)

- To ensure all media relations and event activity is reflective of the P&O Cruises brand values
- To ensure all proactive media relations activity position P&O Cruises in a positive, engaging and inspirational manner and that any issues are mitigated as much as possible within the public arena
- To build positive relations with all internal stakeholders, with the PR team known as a team that is proactive, collaborative and engaged.

Technical (including systems) and/or Professional Responsibilities

- To ensure adherence to legal requirements of all PR and social media activity
- To keep abreast of changes to the media marketplace, ensuring P&O Cruises is capitalising on any opportunities that may subsequently arise

Administration Responsibilities

- To work with PR manager to manage the promotional budget efficiently
- To ensure HR obligations relating to the running of the department are in order

Proven Behaviours:

Speaks up - Speaks out about concerns, shares ideas and encourages team to do the same

Respects & protects - Builds relationships and inclusive teams. Safeguards the wellbeing and safety of others. Looks for more efficient and sustainable solutions that protect the environment

Improves - Promotes collaboration and compliance, drives for continuous improvement

Communicates - Talks openly about values and priorities and acts a role model for others

Listens & Learns - Is curious and learns from others opinions and feedback

Empowers - Coaches others and creates an environment where people do their best work

General Responsibilities

- Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).
- Undertakes ad hoc duties as required.

Scope:

Problem solving: Can look at issues from an operational and reputational perspective, encourages joint thinking and can take action as necessary to mitigate risk.

Impact: Able to build trusted relationships with internal and external stakeholders to create and implement high impact media relations and news stories for P&O Cruises

Leadership: Can lead by example, can challenge as necessary and encourage diverse opinion and thought leadership. Is articulate, decisive and motivating.

Knowledge, Experience and Qualifications required:**Qualifications – essential:****Knowledge/ Experience – essential:**

- Significant senior level Public Relations experience at a high profile brand/agency, preferably within the leisure/travel industry

Qualifications – desirable:

- Degree level education or equivalent Communications qualification

Knowledge/ Experience – desirable:

- Experience of working with high profile individuals in a media relations and events capacity
- Experience of running high profile and large scale events

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Issued by:

Michele Andjel

REWARD ONLY**Grade:** CUK Level 5**RUI:****Date Approved:****Initials:**