



## **Press & PR Manager**

**Reporting to:** Head of Campaigns, Head of Policy and Public Affairs

**Salary:** £41,000

The Booksellers Association is seeking an experienced Press & PR Manager to take on this exciting new role. The Press & PR Manager will take on press relations and general public relations responsibility across the BA Group. This includes National Book Tokens and Batch, but the role will mainly focus on consumer and corporate PR for the Booksellers Association. The post holder will work with the senior management team to create and maintain PR work across all BA activities; corporate, policy-based, consumer- and trade-facing.

### **Key Responsibilities:**

1. Advising senior management team on Press and PR strategy and communications and taking the initiative to create an organized and rigorous in-house function for the BA's press and PR needs
2. Creating a strong annual press and PR strategy for the BA and bookselling
3. Building strong relationships with book trade press, consumer books, business and political press, national broadcast, online and print press, with a view to promoting the remit of the BA Group, and the interests of booksellers on our high streets, in the UK and Ireland
4. Initiating and developing media partnerships with appropriate partners, and working with campaign sponsors
5. Taking the lead on all PR stories, setting up stories, fielding speakers, briefing spokespeople within the BA and from the wider bookselling community

6. Advising, where appropriate, the BA's bookselling leadership team (President, Vice Presidents, Exec Chair) on PR and media activity
7. Representing the BA and bookselling where appropriate in PR and press environments, including in trade-wide collaborations with other trade bodies and the wider world
8. Working with colleagues on influencer outreach and social media planning for PR
9. Creating plans and reports to demonstrate the impact of PR work for Books Are My Bag projects
10. Working closely with the BA's MD, Head of Campaigns, Director of Strategy and Communications, Head of Membership Development and Head of Policy and Public Affairs on the key aspects of the BA's consumer and corporate campaigns and activities, including:
  1. The BA's consumer-facing campaign, Books Are My Bag, including:
    - Bookshop Day, including the Books Are My Bag Readers Awards
    - Independent Bookshop Week, including the Indie Book Awards
    - Indie Book of the Month, both Children's and Fiction
    - Booktime Magazine
    - Summer and Christmas Books catalogues
  2. BA Events programme, including BA Conferences and Events
  3. BA lobbying and political activity, including policy engagement by the press on BA priorities – high street, digital markets, rates reform, retail crime etc
  4. BA parliamentary activity, working with Head of Policy and Public Affairs, including the Parliamentary Book Awards, UK, Scottish, Welsh and NI events and engagement
  5. Ad hoc activity on issues as they arise – Amazon, general election, rates lobbying, supporting partner organizations such as Publishers Association, Society of Authors, Association of Authors Agents, Independent Publishers Guild etc

6. Promotion and coverage for main BA personnel and members throughout the year e.g. new President announcement, new Council members, and including the major release of member numbers annually every January

### **Requirements and Skills**

- At least five years' experience in Press and/or PR, preferably with a mix of business, culture, public policy interests.
- An interest in and commitment to books and the bookselling sector.
- Excellent time-management skills.
- Excellent communication skills with evidence of clear communications both written (e.g. social media, press releases, web copy) and verbal (with authors/illustrators, industry partners, events etc)
- An ability to juggle a variety of complex tasks and prioritise them appropriately.
- A willingness to represent the company externally and to operate diplomatically and with sensitivity in all scenarios
- Excellent organisational and project management skills
- Good people management skills at all levels: ability to work confidently with a team covering a multitude of projects, and to be a partner on all projects.
- Ability to listen carefully, absorb material from a variety of sources, synthesise information and re-present it.
- Ability to guide colleagues, and also respond deftly to member/bookseller concerns.
- Experience of crisis PR situations.
- Ability to think strategically and implement ideas in practical ways.
- Ability to work effectively to tight deadlines and remain calm under pressure.
- Microsoft Office Proficient.

### **About the Booksellers Association**

The Booksellers Association (the BA) is the membership organisation for booksellers in the UK & Ireland, and represents over 95% of booksellers. The BA exists to advocate for, support, advise and work with its members to provide business-critical products and services for booksellers. These include National Book Tokens, our gift card which prompts increased footfall and keeps gift spending in the book trade; Batchline and

Batch, our award-winning EPOS, stock management and payments service, which saves time, money and hassle when settling invoices and organising returns; a full range of money-saving affinity deals; a free Business Support Helpline; Booktime magazine; government lobbying and representation work across the nations and regions; networking opportunities and events; and Books Are My Bag, our range of consumer-facing activity and campaigns, which include Indie Book of the Month, Independent Bookshop Week, Bookshop Day, the Books Are My Bag Readers Awards, Christmas Books and Summer Books catalogues and more.

### **Conditions and Benefits**

This is a full-time position. The office hours are currently 35 hours per week - Monday to Friday. However, you will be expected to work any additional hours necessary to carry out your duties. Normal working hours are 915am to 515pm.

The BA is a flexible employer and home working for a portion of the week is available; there is some scope to discuss flexible work hours.

You would be expected to be in the office in central London ***a minimum of three days a week on average.***

### **Holidays**

22 days' annual leave is granted each year (pro rata for employees beginning work during the holiday year). Additional holiday entitlement is given to staff with over five years' continuous service, and again after 10 years.

The office closes between Christmas and New Year.

### **Working Pattern**

Hybrid working pattern is available if required - three days office based / two days home based (or fully office based if preferred)

### **Salary and Benefits**

- Salary £41,000
- Maternity, Paternity and Compassionate Leave are available
- Generous pension scheme (10% employer; 5% employee)
- A discretionary performance-related bonus scheme is operated
- Life cover, death in service benefit and long term illness cover
- Season Ticket Loan

- AXA Healthcare Plan (Private Medical Insurance), which includes contributions towards:
  - Private on-line GP
  - Up to 40% off gym membership
  - Dental care costs
  - Spectacles and contact lens costs

### **Fairness**

As part of a continuous policy to select with the utmost fairness, applicants will be considered on the basis of their suitability for the post, regardless of sex, gender, age, nationality, race, heritage, faith, socio-economic status, marital status, sexual orientation or disability.

### **Applications**

Please send your CV and a covering letter to Maggie Kay at the BA  
[maggie.kay@booksellers.org.uk](mailto:maggie.kay@booksellers.org.uk)

Closing Date: 31 July 2024

We reserve the right to close the role early if we exceed the required number of applications.