

## **ANOTHER A STORY**

ANOTHER A STORY DESIGNS AND PRODUCES BRAND EXPERIENCES FOR CLIENTS SUCH AS HERMÈS, CHANEL, DIOR, CARTIER, DRUNK ELEPHANT, BREGUET AND MANY MORE.

THE EXPERIENCES RANGE FROM INFLUENCER TRIPS TO POP UP SHOPS, EVENT SET UPS, INSTALLATIONS AND LOUNGE ACTIVATIONS. THE COMPANY HAS AN OFFICE IN LONDON AND LOS ANGELES AND PRESENCE IN DUBAI, NEW YORK, MIAMI AND PARIS.

THE TEAM OF 30+ CONSISTS OF DESIGNERS, PRODUCERS, COORDINATORS AND A FINANCE AND OPERATIONS TEAM.

## **ANOTHER BOX STORY**

FROM THE CREATORS OF ANOTHER A STORY, ANOTHER BOX STORY IS A DESIGN LED AGENCY CREATING AND PRODUCING BRANDED EXPERIENCES IN A BOX, FOR THE WORLD'S MOST ICONIC BRANDS. LIKE OUR CLIENTS, INNOVATION AND "OUT OF THE BOX THINKING" IS OUR FORTE. WE OFFER A BESPOKE, END-TO-END SERVICE THAT BRINGS TOGETHER STRATEGY & DESIGN, SOURCING & PRODUCTION, GLOBAL FULFILLMENT AND SOCIAL MEDIA SUCCESS TRACKING.

**JOB TITLE:** PR & CONTENT MANAGER | LONDON OFFICE, NOTTING HILL

**REPORTING INTO:** MANAGING DIRECTOR

## **ROLES & RESPONSIBILITIES**

THE IN-HOUSE PR & CONTENT MANAGER AT ANOTHER A STORY AND ANOTHER BOX STORY WILL PLAY A CRUCIAL ROLE IN SHAPING AND PROMOTING OUR COMPANY'S CULTURE, REPUTATION, AND GROWTH. WORKING CLOSELY WITH THE FOUNDER, MANAGING DIRECTOR, AND PEOPLE LEAD, THIS POSITION IS RESPONSIBLE FOR DEVELOPING AND IMPLEMENTING COMPREHENSIVE COMMUNICATION AND CONTENT STRATEGIES. THE ROLE ALSO INVOLVES PROFILING KEY FIGURES WITHIN THE COMPANY AND PURSUING AWARDS TO ENHANCE OUR BRAND'S PRESTIGE AND VISIBILITY.

## **STRATEGIC PLANNING**

- DEVELOP AND EXECUTE A COHESIVE MARKETING, SOCIAL MEDIA AND PR STRATEGY THAT ALIGNS WITH THE COMPANY'S GOALS AND VALUES
- COLLABORATE WITH THE FOUNDER AND SLT TO CREATE A COMPELLING NARRATIVE FOR THE COMPANY'S VISION AND ACHIEVEMENTS

## **INTERNAL COMMUNICATIONS**

- SUPPORT A POSITIVE AND ENGAGING COMPANY CULTURE, THROUGH EFFECTIVE INTERNAL COMMUNICATION STRATEGIES
- SUPPORT THE SLT IN CREATING INTERNAL COMPANY DECKS AND PRESENTATIONS FOR ANNUAL AND QUARTERLY MEETINGS

## **EXTERNAL COMMUNICATIONS & CONTENT**

- MANAGE ALL EXTERNAL COMMUNICATIONS, INCLUDING PRESS RELEASES, MEDIA RELATIONS, AND SOCIAL MEDIA
- DESIGNING, WRITING AND PRODUCING ENGAGING CONTENT

- BE RESPONSIBLE FOR A CONTENT CALENDAR
- INTERACTING WITH SOCIAL MEDIA FOLLOWERS AND ENGAGING WITH THE COMMUNITY
- CRAFT AND DISSEMINATE CONTENT THAT PROMOTES OUR BRAND, PROJECTS, AND COMPANY MILESTONES

#### RESEARCH AND DEVELOPMENT

- STAYING ON TOP OF INDUSTRY TRENDS, AUDIENCE PREFERENCES AND BEHAVIOURS

#### REPUTATION MANAGEMENT

- MONITOR AND ENHANCE THE COMPANY'S PUBLIC IMAGE AND REPUTATION
- RESPOND TO MEDIA INQUIRIES IN A TIMELY AND PROFESSIONAL MANNER

#### BRAND PROFILING AND AWARDS

- WORK WITH THE FOUNDER AND SLT TO BUILD AND MAINTAIN THE PUBLIC PROFILES OF KEY COMPANY FIGURES
- IDENTIFY AND PURSUE AWARD OPPORTUNITIES TO ENHANCE THE COMPANY'S PRESTIGE AND VISIBILITY

#### COMPANY PR

- WORK WITH MD TO PLAN, EXECUTE, AND EVALUATE PR CAMPAIGNS THAT DRIVE BUSINESS GROWTH

#### COLLABORATION AND LEADERSHIP

- PARTNER WITH THE PEOPLE LEAD TO ENSURE ALIGNMENT BETWEEN COMMS/MARKETING AND COMPANY CULTURE INITIATIVES
- ADVISE ON TEAM STRUCTURE CHANGES AND CONSULTING NEEDS PERTAINING TO THE PR AND COMMS FUNCTION

#### REQUIREMENTS

- BACHELOR'S DEGREE IN MARKETING, COMMUNICATIONS, PUBLIC RELATIONS, OR A RELATED FIELD
- MINIMUM OF 5 YEARS OF EXPERIENCE IN A PR, COMMS & CONTENT ROLE, PREFERABLY WITHIN A DESIGN OR CREATIVE AGENCY
- DEMONSTRABLE INTEREST OR EXPERIENCE IN LUXURY BRAND SECTORS HIGHLY DESIRABLE
- PROVEN TRACK RECORD OF DEVELOPING AND EXECUTING SUCCESSFUL SOCIAL MEDIA AND PR STRATEGIES
- EXCELLENT WRITTEN AND VERBAL COMMUNICATION SKILLS
- STRONG UNDERSTANDING OF BRANDING, MEDIA RELATIONS, AND DIGITAL MARKETING
- ABILITY TO WORK COLLABORATIVELY WITH CROSS-FUNCTIONAL TEAMS AND SENIOR LEADERSHIP
- CREATIVE THINKING AND PROBLEM-SOLVING SKILLS
- HIGH LEVEL OF ORGANIZATIONAL SKILLS AND ATTENTION TO DETAIL
- COMPREHENSIVE EXPERIENCE MANAGING SOCIAL MEDIA PLATFORMS AND TOOLS / CONTENT AND GRAPHIC DESIGN TOOLS / ANALYTIC TOOLS

## WHAT WE OFFER

- THE OPPORTUNITY TO WORK ON SOME OF THE MOST PRESTIGIOUS EVENTS WORLDWIDE, INCLUDING WORKING CLOSELY TOGETHER WITH OUR US TEAM
- A DYNAMIC, CREATIVE, AND SUPPORTIVE WORK ENVIRONMENT WITH THE CHANCE TO COLLABORATE WITH A GLOBAL NETWORK OF TALENTED PROFESSIONALS
- COMPETITIVE SALARY AND COMPREHENSIVE BENEFITS
- OPPORTUNITIES FOR PROFESSIONAL GROWTH AND GLOBAL TRAVEL

## JOIN OUR TEAM

IF YOU'RE AN INSPIRING AND CREATIVE COMMUNICATIONS PROFESSIONAL, WITH A PASSION SHOWCASING THE BEST OF TEAMS AND BRANDS, WE'D LOVE TO HEAR FROM YOU. JOIN US AT ANOTHER A STORY AND BE PART OF A DYNAMIC TEAM DEDICATED TO SHAPING THE FUTURE OF EXPERIENTIAL DESIGN. APPLY NOW WITH YOUR RESUME, PORTFOLIO, AND A COVER LETTER OUTLINING YOUR CREATIVE VISION AND TEAM PHILOSOPHY. LET'S CREATE UNFORGETTABLE STORIES TOGETHER.