

Head of PR

Entrepreneur James Caan's Offices, Mayfair, London

£30 – 35k, depending on experience

Start-Up Loans is the Government backed youth entrepreneurship initiative, backed by the Prime Minister and chaired by entrepreneur James Caan. With a budget of £112million to support young people to start their business, the biggest hurdle to success is making sure every young person is aware of Start-Up Loans.

James is looking to appoint a Head of PR based in his office to work within a brand new media team that is responsible for all the media, marketing and communications for Start-Up Loans.

Your role will be to manage all the Press and PR activity across all media campaigns for the Start-Up Loans Company, which is integral to the successful implementation of an ambitious awareness, marketing and advertising campaign across the country. With an amazing network of support spanning No.10, celebrities, well-known entrepreneurs, students, universities, and Press, the Head of PR has an incredibly exciting array of assets to work with to sell the Start-Up Loans story.

Key components of this role will be:

- 5+ years of PR experience
- Good contact base of journalists and press relationships
- A clear strategy to increase press coverage online and offline in publications that reach our target market
- Forming continuous and lasting press relationships and partnerships that are able to showcase the benefits of Start-Up Loans and drives awareness of the scheme
- Excellent written skills to write content for press releases and features
- A keen interest in entrepreneurship, youth, start-ups, business and employment
- Ability to create exciting and compelling press angles making Start-Up Loans newsworthy, relevant and appealing to all demographics
- Proactive mentality and results driven approach

This is an incredibly diverse and rewarding role that enables a seasoned PR professional to take an exciting next step in their career. Owning the PR function in an in-house team for a Government-backed, entrepreneur-led game-changing company, you will form an essential part of the Media Team, integral to all campaigns. Working with exceptionally talented individuals, full of creative ideas and amazing campaigns including events celebrities and festivals, this role offers variety and breadth of experience working across all elements of PR.

To apply, please send your CV and covering letter to hc@hbpe.com referring SULPR1302 in your subject heading.