

Role Profile

Job Title	:	Studio Publicist – Maternity Cover
Department	:	Aardman Rights
Band	:	Business Development 4

Function of the department & main purpose of the job:

The Aardman Studio Publicist is the primary point of contact for any PR and media relating to the Aardman Studio and is responsible for publicising the work of the studio across international, national and specialist media, with a specific strategic Business to Business remit across Rights, Partner Content, Features and Corporate.

The first point of contact for all media enquiries alongside our PR Agencies, the Studio Publicist helps devise and implement the companies' corporate and B2B press strategy with a view to protecting and enhancing the studios public image and helping to drive new business. Working with Aardman's partners and clients to devise, implement and manage project publicity campaigns that communicate and celebrate the content produced at the studio. This is a unique role that spans all the different areas of the Aardman business including; corporate, film and TV, brand and IP, advertising, interactive, international distribution and licensing.

Role Responsibilities:

- Aardman's B2B PR strategy – work with company leads and HoDs to devise a B2B PR strategy which fulfils current business objectives as defined by Head of Marketing and Brand and agreed by Executive Board.
- Manage all B2B and industry PR activity rolling out this strategy for UK, US and key territories - liaising with journalists, media outlets, clients, Licensing agents, agencies, Directors, Producers and relevant staff members. Write and issue press releases, prepare presentations and collate PR & marketing assets to make press kits available for journalists. Pitch feature and interview ideas to editors and journalists and make recommendations for upcoming editorial opportunities, speaking engagements and networking opportunities.
- Social Media & Community – Help devise strategies and work with social team to plan campaigns that promote both B2C content and B2B services that the studio offers across brands a business areas. Utilise Aardman's social networking channels and communities for promotion of all company news, content and launches. Work with team to monitor and analyse campaign statistics and results.
- To be internal point of contact for all Press and Publicity holding regular meetings with other areas of the company e.g. Commercials, Rights, Features, IP and Interactive to monitor and streamline activity across the company.
- 1st point of contact at the studio for press enquiries coming in to the company. Company Founders and Executive Board to pass on enquiries for Studio Publicist to manage.

- Manage PR Agencies – Main point of contact on account for both UK and US PR agencies. Responsible for setting objectives and project briefs. Work with Executive Director of Rights and Brand Development, Head of Marketing and Brand and Executive Director of Partner Content to ensure agencies are delivering on projects and fulfilling their remit. Advise on when we need to mobilise extra support on project work outside of current agency retainers.
- Delegate specific publicity tasks to other PR resource within the company, including approval of press and social materials and overseeing project work and communication with clients. Providing ongoing mentoring and setting and reviewing of individuals objectives.
- Project work: delivering on PR strategy around specific launches and acting as central point of information for HoDs and brand managers. Propose budget and manage expenditure, and delegating resource etc. where relevant.
- As needed, provide counsel to marketing team in devising PR strategies around specific IP launches including TV, retail and events, recruiting relevant PR support to match the brief and objectives.
- Oversight of Directors' calendars to ensure any relevant activity which might lead to press interest in or outside the studio is planned for. Providing briefings and organising and overseeing media training where appropriate.
- Develop and maintain relationships with key media contacts across all relevant industries e.g. Broadcast, Film, Licensing, Marketing, Advertising, Attractions and New Media.
- Update Executive Board and key individuals on PR news and attend weekly updates with Head of Marketing & Brand, Executive Director of Partner Content and Head of and Interactive Production.
- Monitor the industry at large as well as news of general interest and market trends - utilise any PR opportunities that arise as a result.
- Liaise with broadcasters, licensees, distributors, agencies, clients and any third party PR companies who are working with Aardman. Ensure correct approvals are in place.
- Budget responsibility: propose how PR budget is spent for Partner Content, having control over the detail and spending of the social budget and also advise on budget for PR related activity, events etc. Management of the awards budgets.
- To utilise film and animation awards and festivals to support Aardman's PR presence in the industry. Develop strategies, plans and advise on budget for awards and festival submissions and manage Aardman presence and speaking engagements at industry events. Liaise with the Executive Director, Rights & Brand Development and Company Founders where necessary and oversee deliverables via Deliverables Coordinator. For high profile festivals and awards. (E.g. Academy Awards and BAFTAs), oversee any submissions and campaigns working with relevant external publicist.
- Studio Tours and Press Visits – Main point of contact for studio tours by press and industry delegates outside of Features remit. Supporting Broadcast Series launches, international press tours and ad hoc VIP visits from partners and dignitaries. Managing requests for documentary

and features segments on productions, accompanying journalists and camera crews throughout.

- Events – To oversee special events/screenings. Maximise on PR opportunities around screenings and events for Aardman studio PR.
- Editor of Company Website – responsible for writing news announcements and stories (award nominations/wins, Broadcast, Features, Commercials news and launches) and general website copywriting. Sub-editing of pre-written news by other departments when necessary. Work with different business areas to advise on curation of visual content; show reels, clips and stills to ensure website is up to date. Advise on optimization and performance of the site in fulfilling its B2B objectives and representing the studios profile appropriately.
- Approval of general publicity copy e.g. press materials, newsletters, event postings and brochures, social media copy and imagery used by external organisations.
- To attend press events including launches, forums, conferences and TV & licensing trade fairs when practical and appropriate.

Person Specification:

- Minimum of 3 years' experience working in a publicity role, either in-house or agency.
- Experience in managing talent at TV and public appearances
- Grounded understanding of the media landscape
- Experience in writing press releases and preparing publicity materials.
- Excellent communicator
- Ability to work proactively and unsupervised.
- Ability to cope under pressure.
- Intuitive and enthusiastic approach to problem solving
- Flexible, friendly and supportive approach to team
- Able to act on own initiative
- Able to maintain a high level of confidentiality and diplomacy
- IT proficient – Microsoft Office, Photoshop. (Macconomy training can be given.)

Specific Limitations on Authority: E.g. max budget, can authorise purchase orders up to £200

Reports to: Head of Marketing and Brand– Aardman Rights

Direct contacts: Company Founders, Executive Board, PR Consultant and Freelancers, Creatives, Clients and Agencies.

Specific Functional Contacts: Company Founders, Heads of Departments, Head of Communications, Producers, Directors, Executive Board, PAs, Creatives, Clients, Agencies, Reps, Freelance Staff, General Enquiries.