



Rheilffyrdd Ffestiniog ac Eryri Ffestiniog & Welsh Highland Railways

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PR & COMMUNICATIONS LEAD:

The Ffestiniog and Welsh Highland Railways are recruiting...

About Us

The oldest railway company in the world still operating trains, the Ffestiniog and Welsh Highland Railways stretch for 40 miles through the glorious Snowdonia National Park. We've been in the business of looking after our passengers for more than 150 years giving them the best experience possible. A leading tourist attraction in North Wales, we are also proud to celebrate our reputation as an innovative high quality "Heritage" workshop. With an exciting time ahead of us as our popularity continues to grow, we are inviting you to become part of this experience and join our team...

The Role

We are looking for a highly skilled PR & Communications Lead with a good knowledge of both consumer – Lifestyle and Tourism comms, and the ability to capture interesting technical features to target railway enthusiast publications / media platforms.

As the PR & Communications Lead, you will report to the Commercial Manager and work closely alongside the Sales & Marketing Team to promote the Core Business & Services for our multi-location Heritage Railways.

You will be based at our offices in Porthmadog where you can share ideas and develop your knowledge amongst likeminded can-do marketing professionals in a lively fun environment.

You will support the Commercial Team to drive the PR Plan forward across all media platforms to reach existing and new target groups, provide content for events, campaigns, trade / enthusiast / lifestyle publications, and liaise with department heads to develop and co-ordinate all their offline / online marketing PR requirements.

Internal communication is a major part of our PR Strategy and with over 1000 volunteers / members and over 100 staff, we rely on content and knowledge provided by them to create internal comms to keep them informed.

As a company we have ambitious sales and revenue targets and your role will help to provide exciting content and reach new audiences both in “Peak Season” and “Shoulder Months” to achieve these targets.

Main Job Duties and Responsibilities

- Create brand messaging and key communications for both B2C and B2B purposes
- Develop brand tone and language
- Build and distribute high impact National / Regional / Local press releases
- Secure strong coverage both in broader media and niche sectors (including enthusiast technical, lifestyle, tourism and business)
- Liaise with the Marketing Lead ensuring all PR content is maximised across all media & social media channels
- Develop relationships with department heads / staff / volunteers to source FFWRH information to create blogs / bulletins / magazines / social media for internal / external comms
- Manage the PR Editorial contact list and relationships
- Manage offline / online press clippings and media archive

Education and Experience

- Minimum of 2 years’ experience in a PR & Communications role
- A strong network of contacts in both consumer – lifestyle & tourism and industry publications (to include print, digital and broadcast mediums)
- Ability to work to tight deadlines with reactive comms
- Experience in running social media channels
- Excellent attention to detail and finesse in any work undertaken
- Outstanding verbal and written communication skills

Key Competencies

- Welsh speaker and writer preferable
- Ability to build positive media relationships
- A team player but confident working independently
- Ability to use own initiative and willingness to build internal / external relationships

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“We will offer you...”

- Salary - £24,000 - £26,000 per annum depending on experience
- Attractive Pension Scheme
- Training and Career Development opportunities
- Travel and Expense allowance
- Free travel for you and your family on the Ffestiniog and Welsh Highland Railways, and after 6 months reduced rate travel on UK National Rail services

Closing date for applications: Friday 15th November 2019

If you believe that you meet all the above, we want to meet you! But first, we need to see your ability.

Along with your covering letter, please accompany your CV with a press release about the FFWHR that could be sent to a tourist publication.

Please send to our Commercial Manager – Clare Britton at applications@ffwhr.com

The Ffestiniog and Welsh Highland Railways are committed to increasing diversity within our workforce and to providing an inclusive working environment for all.

