

UK Media Relations Specialist job description

Job title:

UK Media Relations Specialist (part-time/freelance)

The company:

Fathom is a leading consultancy specialising in the global economy, geopolitics and financial markets. We address complex global issues as part of data-driven research projects for government and private-sector clients.

Our independent research is founded on accurate data and expert analysis. We produce intelligent insights that are credible, topical and newsworthy, and highly valued by media outlets.

The majority of our clients are based in the UK and the US. The company is based in London, UK, and members of the team visit the US frequently, specifically Washington DC.

To find out more, please visit our website: www.fathom-consulting.com.

Job description:

The company's Media Relations Specialist is responsible for shaping our research and delivering it to media outlets, with the aim of strengthening the company's media connections and visibility in the press. The role involves developing and executing PR strategies, establishing and nurturing media relationships, adding contacts to our mailing lists, pitching stories, arranging interviews with members of our team, and tracking the effectiveness of campaigns.

It's the Media Relations Specialist's role to link our independent research with press contacts focused on global economics, foreign and domestic policies, and financial markets. The company is UK based and the majority of our clients are based in the UK and the US. We focus our press activity in these regions, therefore, experience with UK press is essential, and experience with US press would also be useful.

The role is 2-3 days per week, it can be part-time or on a freelance basis. The candidate can work both in our office and remotely, and the hours can be flexible.

Duties will include:

- Media relations: cultivate and maintain relationships with journalists, focusing on those covering foreign policy, international economics, and financial markets
- PR strategy: develop and implement media strategies that align with Fathom's research and objectives, ensuring consistent and effective communication of our insights
- Press outreach: identify opportunities for media coverage, pitch stories, and arrange interviews with Fathom's analysts and experts
- Content creation: collaborate with our team to generate compelling, newsworthy content that resonates with media audiences

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- Campaign tracking: monitor and report on the success of media campaigns, using insights to refine and improve future efforts
- CRM management: maintain up-to-date records of media contacts and interactions in our CRM system, ensuring effective communication and follow-up
- Internal collaboration: generate informative content internally to inform staff about relevant news articles, key topics, and significant global events

The candidate:

We're seeking an enthusiastic and experienced PR professional to connect our research with media outlets. The ideal candidate will have a solid understanding of the media landscape, experience in building relationships with journalists, and the ability to turn insights into impactful press coverage.

Pre-existing media contacts would be highly beneficial; specifically press focused on global economics, foreign and domestic policies, and financial markets.

An undergraduate degree is not required, nor is a background in economics or finance, but would be beneficial. Experience in journalism, media or PR, and a keen interest in topical global issues is essential.

Skills will include:

- Proven experience in public relations, with an understanding of the media landscapes
- Established media contacts within relevant industries and a strong track record of securing press coverage
- Excellent written and communication skills, with the ability to craft compelling content
- Keen interest in global issues, with the ability to simplify complex topics into newsworthy stories
- Strong organisational skills, with the ability to work independently and manage multiple projects and deadlines
- Proactive in staying informed about wider business operations and keeping colleagues updated

Contract type:

Permanent, from September 2024, start date TBD

Location:

London / Hybrid working

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Deadline for applications:

30 September 2024

Virtual / In person interviews will be held in October 2024.

Please apply by sending us a CV and covering letter via the Fathom Consulting website:
www.fathom-consulting.com/working-at-fathom



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