

Senior PR & Events Executive

Job in a sentence Delivering outstanding customer experiences and unmissable communication campaigns through multiple PR and social channels, along with end-to-end management of events and leveraging sponsorship of the Bennetts British Superbike Championship, the Isle of Man TT and the Classic TT presented by Bennetts.

Unique contribution Fanatical about the Bennetts brand, what it stands for and driven to continually explore ways to increase advocacy with customers and within motorcycling.

Key value drivers

Brand Awareness	Customer Retention	Customer Engagement	Consideration
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What you need to be like	What behaviours you need to demonstrate
Good Communicator & Confident	Excellent written and verbal communication skills. From being able to talk to customers clearly at events to presenting results, learnings and activities to the wider business and suggest new ways of working.
High attention to detail	You will need to have a meticulous eye for detail – from comms campaigns to planning for every eventuality ahead of events - ensuring that the Bennetts brand and its messages are brought to life in a memorable and engaging way.
Enthusiastic, Passionate & Energetic	Communication, customer satisfaction and exceeding goals is what gets you out of bed in the morning. You are resourceful, tenacious and creative in your approach to solving problems.
Customer first ethic	Relentless in the pursuit of providing the best possible communication of our many messages and going the extra mile and manage communications before, during and after events to optimise engagement and awareness.
Competent administrator	Organised and structured with a keen eye on budgets and deadlines to keeping projects on track. Events wise, you will organise staff rota's, ensure merchandise, clothing, tickets, wristbands, collateral, photographs, customer refreshments etc. are all kept up to date and in stock.
Excellent brand ambassador	You will live and breathe the principle of being passionate about our brand, our business and our customers at all times, all while keeping a cool head under pressure.

The most important things you need to do	How you know you've succeeded
Run outstanding events	A calendar of events that are well planned, prepared for, managed and reviewed against a clear set of outcomes, delivering planned ROI.

Messaging and event objectives are clear to see and positive feedback from peers and customers is received.

Plan, produce and track outstanding communications

You are a voice that is heard within Bennetts, working collaboratively to develop and execute communication campaigns that bring propositions to life and capture the attention of motorcyclists through relevant news stories, engaging events and unmissable social posts.

Support Social Media channels

Brand messages and customer communications are delivered across popular social platforms, achieving increasing levels of engagement and social sentiment.

Uphold Bennetts' culture and ethics

You role model the Bennetts' values and live by the principles every day.

You enjoy the excitement of being part of the team that is never afraid to challenge the norm and try new things.
