



Head of Communications – Dransfield Properties Ltd, Sheffield, South Yorkshire

Role: Head of Communications

Company: Dransfield Properties Ltd, Fox Valley Sheffield, S36 2AB.

Reporting to: The Managing Director

Based at: Fox Valley, Stocksbridge

Salary: £38k-£45k pa dependent on experience

We are looking to appoint an experienced Public Relations and Communications professional to work in a varied and dynamic role and be the voice of our leading South Yorkshire property company.

Dransfield Properties Ltd is an award-winning firm which specialises in developing and managing high quality town centre regeneration schemes across the UK. In 2022 the company will celebrate its 30th year in the industry.

The successful candidate for this role will manage a small in-house team and be responsible for delivering the public relations, communications, and marketing strategy both for the parent company and its retail and mixed-use centres, as well as the company's award winning Sandersons Department store brand.

The ideal candidate will have:

- Excellent organisational skills as well as strong verbal and written communication skills, alongside a good understanding and working knowledge of the local and national media and the key digital platforms we use to communicate with our customers.
- A strategic ability to plan a range of high-profile company and customer events throughout the year.
- A good eye for detail and the ability to work as part of a team on a range of projects and prioritise tasks in a fast-paced environment.
- The ability to be the face of the company at key company events and to engage confidently with local stakeholders about developments which impact their community.
- The skills to develop the company's voice and profile in line with our ethos and values and to brief senior members of the team for media interviews and events.

- A recognised Public Relations or Journalism qualification or relevant degree.

This varied role is based at our Fox Valley head office but will involve travel to our other locations across the UK during key events throughout the year, working closely with our operations team.

Salary between £38-£45k dependent on experience with excellent career progression. Other benefits include: 25 days annual leave, company pension, generous discount scheme.

Please apply with CV and covering letter explaining why you are suitable for this role to maggie.weeks@dransfield.co.uk

Job Description

Managing an in-house team, the Head of Communications is responsible for delivering the public relations, communications, and marketing strategy for the parent company and the company's retail and mixed-use centres. The role also includes managing occasional internal communications as well as the marketing and communications for the company's award-winning Sanderson's Department Store brand.

Role and Responsibilities

Define and evolve both business-wide and centre level marketing strategies, supporting the company's growth and the individual growth in footfall and awareness of our centres and retail destinations.

Lead and manage the Comms/PR team, working closely to successfully deliver the department's objectives.

Work with the operations team and centre managers to create effective and creative campaigns to drive footfall and awareness of the diary of seasonal events.

Responsibility for the planning and implementation of all print and digital marketing as well as targeted and responsive PR.

Develop strong relationships with key publications and media outlets.

Research, prepare and target press releases and media pitches for the parent company as well as for centres and retail destinations.

Ensure the company's websites are regularly updated and traffic is regularly monitored. Liaise with the web design company on updates and changes in style and content.

Brief the in-house graphic designer and manage their workload and priorities in line with the department's priorities.

Working alongside the centre management team, ensure the company's social media channels are regularly updated and have an overview and input in their activity and content.

Report regularly to other department heads on marketing and communications activities and industry relevant content and articles.

Represent the company at meetings and events and take a role in presenting key information to stakeholders.

Engaging with and establishing good relationships and partnerships with key local stakeholders across the company's portfolio of sites.

Ensuring all elements of GDPR compliance within the PR / Comms team and ensuring all material for internal and external use is professional, legally compliant and in line with brand and company guidelines

Updating investors on the company's direction by creating meeting packs, presentations, video edits and more.

Lead on PR and Marketing for the company's department stores, liaising with the Managing Director and Store Managers.