

Job Description & Person Specification



Role: PR Manager
Reporting to: Senior Marketing Manager
Location: London
Postholder: Vacant

Company Profile

Lycamobile is a prepaid SIM card product that provides consumers with low-cost, high-quality international and national calling directly from their mobile phones.

The Lycamobile brand was initially introduced in the Netherlands in 2006 and is already Europe's largest pre-pay MVNO with over 5 million customers across Europe. Lycamobile recently hit its year one UK target of acquiring 1.2 million customers and is on track to become the UK's market leading MVNO.

Lycamobile is distributed through a European network of more than 300,000 retail outlets.

Present in six markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2009. Lycamobile is on mission to become the market leading global prepaid international MVNO, acquiring over 7 million subscribers by 2011.

The Role

Reporting directly to the Senior Marketing Manager, you will be responsible for the strategic development of a global PR plan, and be able to execute on objectives at a local level. External consumer and corporate communications as well as internal communications are also key to the role.

Job Description

- To develop a global PR plan for Lycamobile across all countries.
- To execute the plan achieving frequent, timely and positive media coverage for Lycamobile and its PR programme across all available media.
- To build relationships with global media contacts.
- To support new market launches with PR, external and internal communications.
- To manage events and sponsorships for all brands.
- To find innovative ways to broadcast/communicate Lycamobile news - including RSS, SMS, Viral, Blogs, Podcasts, Forums and social networking sites – facebook, youtube etc.
- To advise & assist spokespeople on presentations from a research perspective and communication perspective.
- To review & assess existing methods of communications (written & electronic), volume of activity and the processes surrounding the development and approval of communications.
- Provide consultancy advice to internal colleagues and business partners to ensure that all communications are relevant to the audience and meet the needs of the business.
- To produce highly valued newsletter communications for Lycamobile including copywriting, design & content research.
- To manage agreed budgets effectively.

- Become a champion of marketing best practices and knowledge sharing for all Lycamobile colleagues.
- To assist the Senior Marketing Manager with other appropriate activities in line with the Marketing Strategy.

Key Relationships

- **Internal** - Senior Marketing Manager, Marketing Director, Marketing Team, All Departments
- **External** – Media Community, consumers, potential consumers, Media Agencies, Creative Agencies.

Person Specification:

- 5+ years marketing communications experience.
- A creative approach to marketing communications - finding new solutions and exploring new opportunities to meet objectives.
- Excellent writing skills – experience in the management and writing of communications across the marketing mix. The confidence to communicate effectively and persuasively in person and on paper.
- Excellent interpersonal skills to develop relationships with key partners and deal with other staff, Clients, Management Team, Agencies etc.
- Experience of creative process using external agencies including agency management.
- Strategic and commercial insight.
- Ability to fit into a small team and lead team projects as required. A confident decision maker with effective persuasion skills.
- Realises the importance of establishing self quickly into the department, the division, and the organization and is confident and able to do this.
- Fully proficient in Microsoft Office (MS Word, MS Excel, MS Powerpoint), familiarity with Adobe Acrobat, Photoshop and Illustrator a definite plus.
- A 'can do' approach and ability to work to tight deadlines.
- Ideally educated to degree level or equivalent – CIM qualification advantageous.

To apply, send a letter of introduction and an up to date CV to careers@lycamobile.com,