



## PR & Social Media Manager

Location: Tower Bridge, London  
Role: Full time, with occasional evening and weekend work.  
Salary: £30,000 - £35,000 depending on experience  
Rewards: 25 days holiday, annual bonus, 8% company contribution to pension, life cover  
Reporting to: Marketing Director

### Divine Chocolate

We have a passion for chocolate, and equally for empowering those we depend on to grow the cocoa, and chocolate lovers everywhere who want to make choices that can change the world. Everything we do is driven by our social mission, and our vision of a world where chocolate is cherished and celebrated by everyone. To get there, and ensure a world that is sustainable for both people and planet, we're doing business differently.

This is an exciting time to join Divine; it's our 20<sup>th</sup> anniversary year and we've got big plans for campaigns and events to celebrate our success. We are extending our reach and expanding our impact in new territories, and bringing our delicious chocolate to more and more chocolate lovers around the world.

### PR & Social Media Manager

We are looking for an in-house PR and Social Media Manager who can harness the power of chocolate to grow awareness of our unique brand in print and online press, and through our growing social media channels. This is a great role with a big impact and you'll be instrumental in driving campaigns and activities to deliver real benefits to cocoa farmers.

### Marketing Team

We are a friendly team who collaborate with a great range of partners who share our ethical values. We are proud to run most of our marketing and PR in-house to develop grass-roots campaigns, as well as working with trusted agency partners on larger scale campaigns. The team also work with the U.S. office, based in Washington D.C, and our Swedish office based in Gothenburg.

*The scope of this role is broad as we are a small team who do big things. Ideally you'll have strong experience of both the PR and social media sides of this role, but we welcome applications from either PR or social media specialists keen to develop the full skillset that this role requires.*

### Roles and Responsibilities

Maximising coverage for Divine products in consumer and trade UK press

- Planning, writing and distributing all product and campaign news releases
- Tracking forward features, responding to journalist requests & sampling new products
- Cultivating journalist/influencer relationships & creating brand/celebrity partnerships
- Taking advantage of topical opportunities to promote Divine to media
- Working closely with the sales team to maximise Divine's presence in trade press

Managing all Divine social media across Twitter, Facebook, Instagram, LinkedIn & YouTube

- Oversee the creation and implementation of engaging content across Divine's social media channels, creating a two way dialogue with our chocolate lovers and sharing our brand messages and farmer ownership model in an innovative way

- Use digital insight tools to track, evaluate and optimise reach and engagement of Divine's social media content, including the effective management and optimisation of paid media spend
- Lead the development and implementation of the Divine Social Media Strategy and Toolkit in line with Divine's brand positioning
- Explore new ways for Divine to connect with chocolate lovers, embracing the latest trends in digital and incorporating them in to Divine's social activities
- Maximise the brands profile and PR coverage across our social media channels, building strong journalist and influencer relationships online

#### Campaign planning and implementation

- Work with the Marketing team to maximise PR and Social Media for key chocolate festivals (Christmas, Easter, Valentine's Day, Chocolate Week) as well as campaigns throughout the year such as our 20th Anniversary Celebrations, Fairtrade Fortnight, International Women's Day and Baking Campaigns.
- Integrating what makes Divine unique into communications to maximise the opportunity, such as farmer-ownership, Fairtrade, B Corp, social enterprise, palm oil free, vegan, etc.

#### **We'd love to hear from you if you have:**

- Over 3 years' experience in a media relations and/or social media role
- FMCG experience, including work on a premium or ethical or foodie brand
- Proven ability to build relationships with journalists, influencers and partners
- Proven success at achieving press coverage from news releases
- Well versed in Gorkana
- Experience of community management and developing engaging social media content for Twitter, Facebook, Instagram & LinkedIn
- Robust analytical and reporting skills, with experience working with MS Office (Excel, Powerpoint, Word), social media insight tools and scheduling software
- Paid Social experience
- Proven success in managing a budget
- Degree level education or equivalent

#### **Good to have:**

- Event management experience
- Graphic design skills
- Photography / video editing skills

#### **Personal qualities:**

- You will fully embody and role model Divine values: **Respect, Ownership, Teamwork, Creativity**
- Excellent writing skills – exhibiting both precision and flair
- Motivated by achieving media coverage
- Passionate about social media, with an enthusiasm for digital innovation and staying up to date with the latest trends
- Friendly and helpful team player
- Enthusiastic about chocolate, Fairtrade and the role Divine can play in doing business differently
- Curious thinker, idea generator and initiative taker
- Ability to think creatively and commercially

#### **Application process**

Please send us a **covering letter, CV and 200 words about Fairtrade** to [jobapps@divinechocolate.com](mailto:jobapps@divinechocolate.com) by 9am on Tuesday 28<sup>th</sup> May.

*We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, colour, nationality, gender, sexual orientation, age, marital status, or disability status.*

