

Role Description

Role Details	
Role Title: PR Manager	Reports to: Head of Communications
Department: Communications	Band: B
Location: Paddle UK offices at the National Water Sports Centre, Nottingham / hybrid working as agreed	Working Pattern: Monday to Friday, with flexibility required for evening, weekend, event-based and on-call working where needed
	Date Reviewed: September 2026
Role Purpose	
The PR Manager will bring to life the people, places and purpose behind paddlesport, supporting communications across recreation, participation, access and environment, safety, membership, events and community impact. The postholder will combine strong PR and media relations experience with an understanding of digital communications, audience behaviour, social media trends, creator-led content and the changing ways people discover, engage with and share stories. Reporting to the Head of Communications, the postholder will turn agreed communications priorities into practical PR plans and deliver priority outputs, including media handling, press releases, briefings, statements, campaign content, web/news content, stakeholder engagement and event communications.	
Key Responsibilities	
1. Manage the day-to-day delivery of agreed PR, media and communications plans, ensuring activity is well planned, timely, audience-focused and aligned to Paddle UK priorities. 2. Lead proactive media relations for agreed campaigns, projects and organisational priorities, developing relationships with national, regional, local, specialist, digital and sector media. 3. Act as a key operational contact for media enquiries, drafting responses, coordinating information and escalating sensitive or reputational matters to the Head of Communications as appropriate. 4. Plan and deliver PR activity that supports recreational paddling, participation, access and environment, safety, membership, community engagement, events and wider organisational priorities. 5. Produce, commission and edit high-quality communications content, including press releases, statements, web/news copy, blogs, newsletters, briefings, Q&As, case studies and campaign materials, ensuring outputs are consistent with Paddle UK's brand, values and reputation while remaining appropriate to audience, channel and context. 6. Translate technical, policy or specialist information into clear, engaging and credible communications for paddlers, members, clubs, volunteers, partners, media and wider public audiences. 7. Work closely with digital, marketing and content colleagues to ensure PR activity is joined up across channels, informed by media, digital, social, creator-led and sector trends, and shaped around how audiences search, watch, read, engage with and share content. 8. Coordinate PR and communications activity across internal teams, the wider paddling community, and key stakeholders ensuring announcements, campaigns and content are joined up and delivered effectively. 9. Support first-line issues and crisis communications by monitoring emerging issues, maintaining logs, preparing draft lines and coordinating agreed responses within the escalation framework set by the Head of Communications.	

10. Manage relationships with external suppliers and agencies, including designers, photographers, videographers, freelancers and PR support, ensuring outputs are high quality, on brief and value for money.
11. Support communications activity for events, community activity and selected competitions, including media operations, interview coordination, photography/video planning and post-event coverage.
12. Monitor, evaluate and report on PR and communications activity, sharing insight, learning and recommendations to improve future delivery and demonstrate impact.

Knowledge, Skills and Expertise

Essential	Desirable
Experience of working in a PR, media, communications, journalism or campaign communications role Experience of managing day-to-day PR or communications plans across multiple priorities and channels including evaluation. Media relations experience, including handling enquiries, selling in stories and developing relationships with journalists. Excellent written and verbal communication skills, with strong editorial judgement and attention to detail. Experience managing designers, photographers, videographers, freelancers or PR agencies. Ability to transform technical, policy or specialist information into clear, engaging and audience-focused content. Experience of producing, commissioning or editing content for websites, newsletters, social media, media and campaign channels. Strong understanding of how PR, media relations, digital content and social media work together to build profile, engagement and reputation. Awareness of current media, digital and audience trends, with the curiosity to test new approaches and adapt communications activity accordingly. Understanding of how traditional PR, digital content, social media,	Knowledge or experience of paddlesport, outdoor recreation, access, environment, water safety, participation, membership or community engagement. Experience working in an agency, national governing body or membership body. Experience working with clubs, volunteers, partners or community networks. Experience supporting media activity at events, launches, community activity or competitions. Understanding of website CMS, SEO-led content, digital marketing or social media content planning.

stakeholder relations, creators/influencers and audience insight work together to build profile, engagement and reputation.	
Behaviours	
Essential	Desirable
Calm, proactive and solutions-focused, with the ability to work at pace and respond to changing priorities. Confident communicator who can build positive working relationships across teams, volunteers, partners, suppliers and media. Good planner, able to manage multiple projects, competing deadlines and operational pressures. Able to prioritise, make sound day-to-day decisions and escalate appropriately. Collaborative and inclusive, supporting others to contribute and helping to reduce silo working. Maintains high standards of accuracy, tone, judgement and professionalism. Tactful and diplomatic when handling sensitive issues, competing views or challenging conversations. Willingness to travel and work flexibly, including occasional evenings, weekends, event-based work and on-call activity.	Connects into PR, communications recreation, sport or sector networks to share learning and bring good practice back into the organisation Curious about audience behaviour, digital trends and opportunities to improve reach, relevance and engagement.
Qualifications	
• Educated to degree level or equivalent experience. • Evidence of continued professional development in communications, PR, media, journalism, marketing, digital content or management.	• Recognised qualification in PR, communications, marketing, journalism or management. • Membership of a relevant professional body such as CIPR, CIM or PRCA.
Other	
Full driving licence.	

Competencies		
Competency	Level	Description
Strategic Thinking*	2/3	Translates the organisational strategy and priorities into objectives for the team and understands interdependencies with other groups
Effective Decision Making*	2	Considers information from various sources, recognising when to consult experts or more experienced colleagues for advice and support
Collaborative Relationships	2	Understands team roles and supports collaboration by actively building and maintaining internal and external networks to achieve objectives, action plans and shared Interests.
Communicating and Influencing*	3	Communicates using a range of styles, methods, and timing to maximise understanding and impact, especially when conveying complex information.
Developing Self and Others	2	Actively builds awareness and knowledge of developments in the sector and the wider community to support the delivery of objectives