



Title: PR/Comms Lead

Reports to: CMO

Location: London-based with regular travel to Manchester

Communications Lead Tech City UK

About Tech City UK:

We believe the UK is the best place to start and/or grow a digital business.

We started life in Shoreditch, East London in 2010, launched by the UK Prime Minister David Cameron, to support the East London tech cluster known as London Tech City or Silicon Roundabout. We have since grown our support to Greater London and other major cities around the UK, through key initiatives like Tech Nation and Tech North.

Our aim is to help accelerate the growth of promising digital businesses in the UK. We do this by focusing on three areas:

- Business Lifecycle Programmes - such as [Upscale](#), [Future Fifty](#) and [Northern Stars](#) - these help digital startups through every stage of their maturity – from seed to IPO, like Upscale and Future Fifty
- Digital Skills Gap – we are closing the digital skills gap by creating products and services – such as the [Digital Business Academy](#) and [Tech Nation Visa](#) - that make help fast growing digital business gain access to the most relevant people they need to manage their growth
- Thought Leadership & Advocacy – using data, intelligence and connections within the community, we are able to create reports and host events that mark us as thought leaders in creating digital ecosystems. Examples include [Tech Nation](#).

Our culture:

We are a small but fast growing, high performance team with high standards and big ambitions. We strive for excellence in everything we do. Our aim is to be transformative and collaborative in our work.

We focus on speed, scale, smart resourcefulness and unbounded optimism. We never ship junk and never start with 'no'. We're solution oriented and always focus on the



Title: PR/Comms Lead

Reports to: CMO

Location: London-based with regular travel to Manchester

outcome and the impact of any project or priority.

We're a curious bunch, creative and a little quirky. We debate things passionately in team meetings and stand-ups. We agree and disagree on how the world should work, but we all agree on making a big difference through our work at Tech City UK. Which is why we love it here and never take it for granted.

About the challenge of the role that you would relish:

Reporting to CMO with a dotted line to the CEO, the Head of Communications will be responsible for driving comms for Tech City UK, helping us to showcase the UK tech sector to the world. The Head of Communications will enhance Tech City UK's reputation and generate positive brand awareness with key stakeholders including Government, media, partners, investors, corporates, and tech startups across all stages. They will work with the wider Marketing team to provide a truly integrated communications approach that positions Tech City UK as the indisputable lead voice in the UK tech scene.

Key Responsibilities:

- Drive the strategy and tactical execution of Tech City UK's PR programme (reactive and proactive)
- Work collaboratively with the entire Tech City UK team (and external suppliers where appropriate) to ensure campaigns are aligned with the Tech City UK brand and overall goals
- Work with the marketing, program, ops and events teams to maximise PR opportunities
- Develop and nurture contacts with key journalists and influencers - regional, national and international
- Manage press, blogger and influencer relations
- Manage research for stories including sourcing and collating supporting data and help to prepare executives for key interviews and speaking engagements
- Drafting, reviewing and selling in press releases and other press material/news
- Monitor and flag potential issues /crises, working closely with the team to minimise potential negative impact
- Stay on top of trends and stories important to Tech City UK and our partners, always looking for PR opportunities
- Media monitoring



Title: PR/Comms Lead

Reports to: CMO

Location: London-based with regular travel to Manchester

- Identify and leverage appropriate partnerships with external companies and brands
- Monitor and manage the PR budget
- Reporting of PR activity to the wider business and evaluate the success and ROI of campaigns
- Create and monitor PR content calendar and execute in conjunction with content publication in digital channels, maintain content in our digital and social media channels.

Desired Skills and Experience:

- Loves startups, tech, politics and media
- Ideally, already immersed in London tech scene
- Positive attitude, flexible, collaborative
- Strong copywriter and content savvy
- Fast paced agency experience a plus
- Proven PR experience, agency preferred
- Ability to manage target expectations and report on KPI's
- Experience of working with multiple stakeholders at a senior level
- Thrives on working in a fast paced environment

Other Important Information

Title: PR/Comms Lead

Reports to: CMO, Tech City UK

Location: London-based

Contact Details:

If you are interested, please send your CV and a covering note explaining your suitability for the role to anusha@techcityuk.co.uk. No agencies please.

Tech City UK is an equal opportunities employer. Job applicants may be asked to provide evidence of their ability to work and live in the country where the role exists.