



PR and Comms Manager

We're looking for a PR and Comms Manager to join the Kyra team. The role covers a broad remit – incorporating elements of talent manager, internal comms, and events alongside PR and external comms.

About Kyra

Kyra is a new age TV channel setting the bar for the highest quality of content out there. Our social channels have reached over 250,000 followers since launch in February this year and our flagship show, PAQ, has become an international phenomenon. We launched our second show, Greatness, at the end of September and are seeing equal levels of success.

Your Key Responsibilities:

- Building up the profiles of our Kyra talent by setting up interviews, meetings, event attendances
- Working with our Talent Manager to respond to enquiries / invites concerning talent
- To handle and respond to press enquiries and drafting press comment / arranging interviews as appropriate
- Outreach to publications to secure coverage around new releases
- Using an innovative approach, develop creative and new ways to excite and engage the Kyra audience
- Build and maintain strong relationships with all external press, trade and industry associations across relevant sectors.
- Work with internal stakeholders at all levels, to consult and advise on best practice communication.
- Track and measure the effectiveness of Kyra external communication activities.
- Manage agreed external communications budget and stick to timelines
- Develop, maintain and protect a clear and consistent identity of the Kyra brand

Your Skills:

- Have experience in handling media enquiries, be able to prioritise multiple tasks, have excellent verbal communication skills and be comfortable advising company management.
- Have an eye for great PR opportunities as well as the creativity and strategic ability to produce impactful campaigns proactively
- A deep knowledge and understanding of the media industry
- Have a solid black book of contacts at a large variety of publications

- Previous PR and external communications experience that includes a blend of PR plan development, writing, media relations and event management.

Requirements

- Minimum 2-3 years experience in a relevant role
- An understanding of the Kyra culture and brand is essential. We have a unique identity that makes us stand out from the rest of the new-age media publishers. You will be able to embody who Kyra is and convey that to our partners.
- You will need to have an understanding of how brands operate and have an insight into the wider media and online content landscape.
- You should have a general knowledge of and passion in a wide range of cultural verticals.

Please send CV and cover letter to liv@kyra.com