# VALERIE BARBER PR

## PR Assistant – Job Description

Valerie Barber PR is one of the UK's most respected and successful international public relations agencies in the field of classical music, promoting leading concert venues, artists, festivals and ensembles both in the UK and all around the world. You can discover more about us and our clients by visiting www.vbpr.co.uk.

An immediate vacancy exists for a PR Assistant to join our team on a full-time basis (five days a week). We operate a hybrid working policy which requires regular attendance in our office in St John's Wood, London.

### Required skills

- You will have recently graduated from a higher education institution or have recent professional experience in an entry level job.
- You will have excellent written and verbal communication skills.
- You are personable, efficient and able to accommodate shifting deadlines.
- You will have a passion and enthusiasm for classical music, culture and the arts.
- You will be a fast learner and a team player with the ability to work under pressure and demonstrate consistent attention to detail.
- You will have the ability to prioritise a busy workload and work under pressure while demonstrating consistent attention to detail.
- You will have strong administrative and IT skills and be proficient in using the Microsoft Office suite (Word, Outlook, etc.).
- You will have experience creating and editing digital content using platforms such as Canva and Adobe Creative Suite.
- You will be confident developing and implementing social media strategies, managing content calendars and creating, scheduling and publishing engaging digital content.

**Key responsibilities**

- Working with the VBPR team in the planning and implementation of PR campaigns across multiple client accounts.
- Researching possible coverage for our clients across the UK and international media.
- Liaising with music journalists for VBPR clients.
- Liaising with clients, artists, and other key stakeholders to coordinate PR activity and ensure the successful delivery of campaigns.
- Handling incoming media enquiries and facilitating requests for interviews.
- Writing, creating and posting engaging content for the company website and social media.
- Collating and sharing media coverage, including preparation of press cuttings and creation of press packs.
- Providing comprehensive administrative support to the team, including maintaining media lists, coordinating schedules, and supporting the smooth day-to-day running of client accounts.
- Representing the company through attendance at concerts, events and press receptions (occasional evening and weekend work will be required).

**Contract**

Permanent following a three-month probation.

**Holiday**

25 days plus bank holidays

**Salary**

Between £27,000 – £30,000 per annum (depending on experience)

**Apply to**

Katherine Blake, with CV and covering letter, at: katherine@vbpr.co.uk.

**Closing date for applications**

Friday 27 November 2026, 5pm.

We will be reviewing applications on a rolling basis, so we encourage candidates to apply as soon as possible.