



Job Description

Press Manager:



Who we are:

The Path Entertainment Group is dedicated to creating world-class experiences. We will achieve this by: Bringing first class live experience makers with world class renowned brands and IP to create dynamic and enthralling location-based entertainment. The Path Entertainment Group has a strong desire to disrupt and find strong audience base for popular culture led experiences. We are a company with people and rich skills in producing, creative development, venue and space management and design, marketing, press and comms all under one roof. UK made – internationally focused, catering for the worldwide market. We are not an immersive production house, nor tied to the linear rules of promenade or walk-through theatre. The primary aspect of our experiences that bands them together is they are always participatory, based on existing characters or trademarks and have gameplay built into the fabric of the experience, materially affecting the narrative through line and conclusion for the participant.





Job Title:	Press Manager
Reports to:	Director of Sales and Marketing (Or role of similar authority)
Place of Work:	Based at the TPEG Head Office/ Venue as required
Hours of work:	40 hours a week
Additional Hours:	To be agreed in advance including attending meetings, rehearsals, conferences, seminars, overseas travel and show watches
Pension:	Company Pension Scheme available

Overview

We are seeking a highly experienced and visionary Director of Communications, to provide exceptional leadership in managing the communications of The Gamepath Entertainment Group and our flagship Monopoly Lifesized experience. Creating a high-quality continuous target audience attracting communications strategy throughout the global group, maximising IP at all times.

Monopoly Lifesized is the debut attraction from major new experience-led business The Path Entertainment Group and marks the beginning of a strategic relationship between Hasbro and The Path Entertainment Group on major IP and debuting new attractions in London for worldwide rollout.

SAW The Experience in partnership with Lionsgate Entertainment, launched in October 2022.

Coming spring 2023 will be a major family brand experience.

Key responsibilities

- Managing the direct press opportunities and working with the IP to develop the relationship to bring the customers requests to life in line with the brand guidelines.
- Seeking further relationships to build a continuous flow of press opportunities.
- Work with the dynamic, resourceful and ambitious sales and groups team.
- Work with the Director of Sales and Marketing and ticketing team, external ticketing and user experience platforms – and build.
- A strong writer, expected to draft corporate and consumer press releases, messaging and talking points, corporate website stories, speeches, crisis strategy plans, and presentations for executives across the business.
- PR and communications campaign management (including social media) – managing external PR company and stakeholders.
- Conduct thorough research and feasibility work as part of the company's expansion into new IP and new sites for attractions.
- Help define media and influencer strategy around specific campaigns and initiatives to deliver the best possible results.
- Oversee the analysis and segmentation of data, audience and sales patterns to educate sharp, impactful campaign execution.
- Possess extensive media relations experience including relationships with relevant business



and trade media initiatives.

- Represent the company at major marketing, ticketing, press, sales and digital meetings – and be a forward facing ambassador for The Path Entertainment as a core member of the senior management team.
- Support the recruitment, development and management of first class, skilled sales, marketing and ticketing workforce.
- Preparing campaigns for the business expansion.
- Host and attend PR events whilst growing network.
- Assist with the marketing strategy and execution.
- Create compelling media materials to help drive coverage across a range of publications
- Proactively identify and manage potential issues and opportunities.
- Oversee the launch and growth of branded experience for key IP-led experience, alongside the build of the PATH brand.
- Ensuring consistency of brand message across all attractions.
- Maintain external awareness of the market by managing a broad range of external press contacts and by monitoring media for competitor activity and potential opportunities for the group.
- Budgeting and oversee budget management across marketing/press budget lines.
- Team leadership, training and development appraisals, succession planning.
- Deliver adhoc projects as requested by the CEO and Director of Content.

Health and Safety:

- Proactively support the Company's health and safety agenda.
- Ensure all team members are aware of their Health and Safety responsibilities as required by the company Health and Safety Policy, monitor compliance with procedural requirements.
- To be aware of and comply with safe working practices as laid down under the Health and Safety policy as applicable to your place of work, including awareness of any specific hazards in your Workplace.
- Ensuring the wearing of appropriate protective clothing provided by or recommended by the Company will be obligatory and ensure this is applied across all departments where applicable.
- Report any defects in the building, plant or equipment according to company procedures.
- Ensure that any accidents to team members, customers or visitors are reported immediately in accordance with correct procedures and ensure awareness of these procedures across the company.
- Attend Statutory Fire and any relevant Health and Safety training, be fully conversant with and abide by all rules concerning Fire and Health and Safety. Be vigilant in ensuring this is managed effectively across the operation.
- To be fully conversant with all Risk Assessments for your departments, COSHH Regulations, Fire and Bomb Procedures and ensure team are up to date and proactively manage their responsibilities in these areas.



Equal Opportunities

The Path Entertainment Group will not discriminate on the basis of sex, race, marital status, disability, age, part-time or fixed-term contract status, sexual orientation or religion in the engagement of personnel.

Confidentiality

Whilst working for the Company there will be access to a wide variety of confidential information concerning the Company, Customers and Team members. It is vital that all such information remains confidential and must not be disclosed to anyone outside the Company unless otherwise stated. Please refer to the Handbook for full policy details.

Any other information

This job description is intended to illustrate the main duties and responsibilities of the job. It is not to be regarded as exhaustive. Other tasks and responsibilities of a broadly comparable nature maybe added on a temporary or permanent basis, as appropriate for the expansion of the business.

I have read, understood and agreed this job description of: **Press Manager**:

Signed : _____

Print Name : _____

Date : _____