



**A NEW
DIRECTION**
We create opportunity

**GOOD
GROWTH
HUB**



**Hope &
Glory**

STEP

Hope & Glory

PR Intern

Location of role: Kings Cross & Central London
Placement hours: 35
Working pattern: Mon – Thurs 9am – 6pm
Fri 9am – 5pm
Placement length: 12 months
Salary: London Living Wage (£11.05 p/h)
STEP Strand: Marketing / PR

About Hope & Glory

If we had to give ourselves a label, we'd describe ourselves as a consumer brand and lifestyle PR agency that helps organisations connect with consumers through the channels and media that influences them most.

Creativity is absolutely in the blood of every Hope&Glory employee, and we value bravery, curiosity and being sleeves rolled-up. We structure our teams so that there's breathing space for everyone to do great work while also making sure that each team member feels supported along the way

The agency was founded back in 2011 by Jo and James, and we're now a team of over 85, all working out of King's Cross.

We work with some incredible brands, such as Adidas, Depop, Pokémon, Airbnb, Netflix and Google, to name just a few (check out the others [here](#)), and get to do a whole range of different things for them. Whether it's big stunts, or organising events, running influencer programmes or working with celebs – no two days are ever the same in our line of work. [Here](#) are some examples of what we've been up to recently.

Over the past 11 years we've won plenty of industry awards for this work (over 260 to be exact), and we're really proud to have won PR Week's Best Mid-Sized Agency in 2020 and 2021 and named as an Agency of the Decade by both PRWeek and Provoke.

Last year we were also awarded the Blueprint status, which is a diversity mark set up to remove barriers and address inequality in the PR industry for Black, Asian, Mixed Race and Ethnic Minority comms professionals. As part of The Blueprint we signed up to 23 commitments, which help us on our journey to making the industry much more diverse. There's still a lot to do in this space – for us and the industry as a whole – but we're committed to transparency, accountability and making progress.

About the role

On starting with us you'll work on around three to five client accounts as support for the team. That involves looking after the coverage monitoring, creating media lists, putting together activity reports, doing research, helping with the account admin. Depending on what's going on you might also end up helping with events, photoshoots, writing press releases, selling in stories to media or sitting in on client meetings.

And there's a lot of reading the media. Papers, magazines, online, social. That's the best way to spot opportunities, learn who writes what (and when and what their deadlines are) and start to understand what makes a good story.

We always make sure that, on the one hand, you get a decent view of what it is to work in PR and an opportunity to do the fun stuff, while, on the other, you don't find yourself thrown in at the deep end without the support you need.

Skills and experience

No previous consumer PR experience is required for the role, but a decent idea of what PR is about is a good thing. And a clear idea about why you want to get into this industry – as well as what you're going to bring to it.

What is important is that you've worked in some capacity before, either during studying or at a weekend, and you can demonstrate both strong written and spoken English.

Beyond that, enthusiasm, a willingness to learn, a can-do attitude, an inclination to work pretty hard and get the job done is what we'd be looking for.

We also value a pretty positive attitude to life and are glass-half-full sorts of people. Willingness to work as part of a team is also key, being prepared to muck in and roll your sleeves up and get on with a task.

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest and have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10am on xx, you can upload video or audio responses.

[STEP application form](#)

For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>