



## PUBLICIST - PR AND PODCAST GUESTING JOB DESCRIPTION

<b>Company:</b>	POW PR
<b>Hours:</b>	FT or PT considered
<b>Contact type:</b>	Permanent or Fixed Term considered
<b>Compensation:</b>	£30-35k per year pro rata DOE
<b>Requirements:</b>	Please ONLY apply if you live in the UK
<b>Location:</b>	This is a hybrid role with 2 days per week team working in Central London.
<b>Application instructions:</b>	Complete application form <a href="#">HERE</a> (you must complete the application form to be considered for the role) and <b>please do not direct message the team</b>
<b>Website:</b>	www.powpr.co.uk
<b>Deadline for applications:</b>	13th of December 2025

***Are you a publicist looking for a new opportunity to expand your PR skills? Then you could be who we are looking for!***

### About who you are applying to work for:

POW PR was founded in November 2020 by Fiona Fraser and is the UK's first dedicated podcast PR agency.

We have worked with the best production companies in the UK and amazing independent podcasters to launch and grow their podcasts through PR.

Campaigns include: The Rest is Entertainment, Kew Gardens Unearthed, Waterlands from WWT, Bold Politics, The London Podcast Festival and Lea Turner's The HoLT Survival Guide.

Our campaigns have seen podcasts go to number 1 in the UK charts and category charts on day of launch and we are continuing to find new ways to increase podcast discoverability through PR.

Over the last year we have grown our podcast guesting service meaning it will now be a primary focus for 2026. We now have a new opportunity for a Publicist to oversee podcast guesting and podcast pr campaigns in house.

At POW PR, we love working with a range of clients who all have one thing in common, a mastermind level of expertise. Podcast guest clients this year have included well known talent, independent podcasters, a psychiatrist, a financial Chief Technology Officer and an ADHD business specialist.

The new publicist will be responsible for overseeing full campaigns from start to finish. As a small agency we have developed very clear ways of working that serve our clients and get results. We need a publicist to oversee our process for all allocated clients and that will include running strategy calls, writing pitches and researching podcasts for our podcast guesting clients.

Our PR services are attached to our podcast guesting campaigns and extra support includes press release writing as well as pitching to a range of press including podcast, consumer, lifestyle, business, entertainment, radio and TV.

You will work closely with the Director to plan and create strategies to help make our clients podcast legends.

We come highly recommended by Apple, Spotify, Acast and the BBC and strive to maintain our enviable reputation.

This role is ideal for someone with a background in PR looking to join a small team where they can work independently and make an impact for our clients.

## What you will be the boss of:

### **Client management and relationships**

From onboarding to campaign completion, you'll be the lead publicist and main point of contact from day 1. Your mission: nurture relationships, keep clients updated (even when things get wobbly), and make every client feel like a star.

### **Client strategy & campaign creation**

You'll build and run podcast guesting campaigns for clients who are looking to reach more people and make more impact. They could be well known talent, podcasters, authors or experts who are ready to level up. This includes developing angles, crafting pitches, shaping messaging, and supporting clients to shine on every platform.

### **Show research & strategy development**

You'll research, curate, and continually refine aligned podcast target lists, matching clients with right-fit shows and opportunities. You'll follow our proven strategies (plus add your own cherry on top) to secure coverage that gets results.

### **Outreach, pitching & scheduling**

Craft compelling outreach, manage guest bookings, coordinate with hosts, and ensure every interview, from briefing to follow-up, is seamless.

### **Press relationships & industry awareness**

You'll keep your eyes peeled for new opportunities, build relationships with press and podcast hosts, and help maintain our position as the UK's podcast PR experts.

### **Reporting, organising & systems**

You'll track campaign progress, maintain accurate reports, and follow established SOPs while also bringing ideas that make us better, faster, and even more legendary.

### **Team collaboration**

You'll join team meetings, support client strategy calls, and help shape evolving PR and visibility approaches as we grow.

## **Our dream applicants' skills are:**

### **Essential**

- **At least 2 years in a PR or podcast guesting specific role - please do not apply if you do not meet this criteria.**
- A strong writer who can tailor messaging to different audiences.
- Enjoys working with a range of clients and is great at managing relationships.
- Is a pro at keeping people updated and on top of systems.
- Organised, detail-driven, and able to self-manage deadlines.

### **Desirable**

- A natural connector who loves matching people and ideas.
- Enjoys working independently and enthusiastically but still loves a little in-person time with the team.
- Someone who is looking to break out beyond traditional ways of working and contribute new ideas.
- An astute thinker who loves to get results.
- Experience with ClickUp and Google Drive.
- An interest in podcasts and the podcast industry.

## **And on a personal level, you'll tick these boxes:**

- ★ People skills – you’re often described as a “people person” with fantastic listening, communication and collaboration skills.
- ★ You’re open to feedback and constructive criticism – we are a fast moving team and let's face it, balls get dropped, but a willingness to take responsibility is really important to us.
- ★ Exceptional communication skills – working remotely means our communication has to be on point.
- ★ You like your freedom to work from home alone but equally enjoy team time to bond and get the creative juices flowing.
- ★ You’ll write ‘LEGEND’ next to your name in the application form – just so we know you’re definitely paying attention
- ★ Self-driven and autonomous – you love what you do and love to get on with it.
- ★ Super organised – being able to self-manage your priority list and meeting deadlines is make or break around here.
- ★ A critical thinker – your approach to problem-solving is to first analyse it, be resourceful, and take accountability for finding the answer before asking a question.
- ★ Someone who loves results. Now we know it’s not all about results, but you’re our kind of publicist if you still get a buzz when you get a piece of coverage (*it's what it's all about!*).

**To apply for this role, please fill out the application form [here](#).**