

FREELANCE PR SUPPORT – ASICS MANCHESTER HALF 2026

Company: A.S.O. UK

Role: Freelance PR Support

Location: Remote / Battersea, London SW11, with in-person work in Manchester (3rd/4th October 2026)

Contract Type: Freelance, approximately 85-100 hours

OPPORTUNITY OVERVIEW

We're seeking a freelance PR professional to support the delivery of the ASICS Manchester Half 2026 PR campaign. Working closely with the PR lead, this role will provide hands-on support across media relations, journalist outreach, interview coordination and event-week media activity.

We're looking for someone with experience supporting PR campaigns who is confident developing and pitching tailored stories to journalists, coordinating media opportunities from initial outreach through to delivery and building and maintaining strong media relationships.

SCOPE OF SUPPORT

- Supporting media relations activity
 - Identifying journalists and opportunities
 - Journalist outreach
 - Developing pitches
 - Managing follow-ups and maintaining momentum with media contacts
- Tracking outreach activity, media opportunities and coverage results
- Coordinating interviews between journalists, spokespeople and stakeholders
- Supporting event-week media activity, including journalist communication and interview coordination

TIME COMMITMENT

Approx. 12–15 days between August–October 2026 (approximately 85–100 hours). Support will be flexible across the campaign, with increased availability required around key moments and event week. Availability across **2–5 October 2026** is essential to support media activity and event delivery.

KEY SKILLS

- Relevant PR/media relations experience (this can be agency, in-house or freelance)

- Experience writing media pitches and press materials
- Has previously led on outreach to journalists and is comfortable picking up the phone to them
- Good organisation skills, especially coordinating interviews and managing logistics
- Proactive and able to progress projects independently
- Beneficial (but not essential) to have previously worked in either a sport, events or charity environment

If you're interested in this opportunity, please send a short introduction outlining your relevant experience and your CV to beth.riley@aso-uk.com.