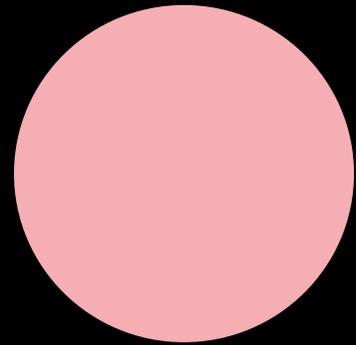
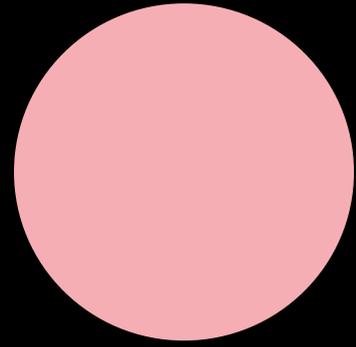


January 2026

Savanta

**Role Specification:
VP, PR & Comms**



Classified: Private

Location: London (Hybrid, 1-2 days per week onsite)

Business Area: Marketing

Reports to: Global Head of Marketing

The Role

VP, PR & Comms | Marketing | Boston, New York, or London

This role will help to shape and amplify Savanta's external narrative, securing high-impact media coverage and building relationships with key industry journalists and influencers. The VP is both strategic and hands-on - crafting proactive PR campaigns, managing reactive communications, and ensuring our brand voice is consistent and compelling across all external channels.

Reporting to the Global Head of Marketing, and working closely with Savanta senior leaders, and agency partners to position Savanta as a thought leader in the research and insights industry, leveraging our tentpole campaigns, client work, and proprietary research to generate coverage and strengthen our reputation.

PR & Media Strategy:

Proven ability to...

- Develop and implement an annual PR strategy that aligns with brand, demand gen, and commercial goals.
- Build strong relationships with industry press, mainstream media, analysts and key influencers.
- Identify and secure speaking opportunities, award submissions, and byline placements for executives.
- Partner with Product & Brand Marketing to create press-worthy narratives around new product offerings, client work, data and tentpole campaigns.
- Integrate PR activity into broader marketing campaigns for maximum impact.
- Working with heads of teams and marketing/commercial leaders to drive new output that can be used for press and media opportunities.

Communications:

Proven ability to...

- Overall responsibility for managing all media communications including press releases, media outreach, blogs, comment/opinion, broadcast and video/audio.
- Be an external representative for Savanta in the press when required.
- Collaborate with HR leadership and the leadership team to expand Savanta's internal communications, ensuring consistency and clarity across regions.
- Develop and manage Savanta's internal employee newsletter program.
- Lend expertise to paid client work where appropriate.
- Draft and manage executive communications (quotes, op-eds, press statements).
- Manage reactive communications, including media inquiries and issue/crisis responses.
- Work with colleagues in Marketing to ensure brand tone and messaging consistency across owned and earned channels.

Amplification & Measurement

Proven ability to...

- Partner with paid and social teams to amplify earned coverage.
- Report on PR performance, coverage quality, share of voice, and media sentiment.

People & Team:

Proven ability to...

- Work with the Global Head of Marketing to build and develop a high performing team, fostering a culture of continuous innovation, and held accountable for delivering the marketing strategy within regions & sectors.

- Support the delivery of our recruitment strategy, including interviewing prospective members of the team.
- Build relationships with key internal stakeholders, become a trusted advisor to colleagues with ability to influence senior as well as junior team members.
- Embody company values and meet performance expectations.

Personal Development / Profile at Savanta:

Proven ability to...

- Being accountable for the reputation of Savanta with what's being reported in the media.
- Build a visible profile across the team and wider business.
- Promote global best practices, innovation, and collaborative ways of working.
- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Actively own personal development goals and work closely with managers to achieve them.

About You

You're a PR strategist who knows how to make stories land. You're a hands-on leader who can jump in and do what's needed. You've built strong media relationships and how to craft a compelling pitch. You can handle crisis comms and content promotion with equal polish, and you thrive in a fast-paced, insight-driven environment.

You will enjoy the buzz of working in a dynamic, global team, helping to generate stories that put Savanta on the map.

Have the desire and tools necessary to help Savanta's brand grow in existing and new sectors.