



Our client is one of the most important players in innovative sharing economy sector in Europe. Its mainly female audience oriented marketplace with vibrant online community. With an innovative, open and progressive culture, brave vision and an impressive success story our client is growing fast.

Our clients major focus is growth and taking the leading position in the main markets globally. For an outstanding Team in the Berlin office our client is looking exclusively for an experienced, open-minded team member, specifically

PR Manager (m/f)

Located in Berlin, Germany

The **PR Manager** will take over a centralized role in our clients PR Eco-system to define the global PR strategy. Our clients vision is to create and execute a brave and progressive, even controversial PR. We are looking for a person who can think PR as a very good storytelling as well as an effective Marketing and Acquisition channel with a high performance orientation.

Your main responsibility is focused on defining a PR strategy and executing programs which drive adoption of our client in Germany, against the company's consumer based growth goals and to build a measurable frame for PR initiatives.

You will garner close partnerships with media and press contacts in the German market to create favourable awareness and buzz around the clients platform. You will also form paid partnerships with major influencers to drive mass adoption across social media channels as well as creating consumer events that generate stories around our clients female oriented marketplaces in Germany.

As PR Manager you own the press and positioning for all B2C stories, which are released externally in the German market and own the B2B and fashion industry narrative to drive investment and partnerships opportunities.

In this role you will also ensure a consistent story for the global markets and manage the portfolio of local PR agencies.

Roles & responsibilities

- Achieve business consumer base growth goals with various PR activities.
- Create and implement PR strategy aligning with business brand, consumer acquisition goals and competitive environment.
- Writing and editing communications, press releases, contributed stories, presentations and other PR materials to sell the platform.
- Building and maintaining excellent relationships with appropriate international and national media contacts across news, fashion, tech and lifestyle.
- Organising impactful media events, drafting briefs and key message documents for spokespeople.
- Supporting colleagues in telling sustainable fashion and community engagement story.
- Working closely with Global Marketing, HR and other internal teams help develop and deliver engaging communications plans that meet campaign and business objectives.

Skills & Competencies

- 5-7 years of PR experience.
- Passionate, risk taking and courageous as well as open minded, progressive and creative thinker.
- High learning ability.
- Excellent understanding and track record of working in female lifestyle and fashion oriented business in Germany.
- Excellent understanding of German media, competitive environment business operates in.
- Team player able to work in fast changing environment.
- Excellent written and oral communication skills: you can simplify complex issues and communicate effectively.
- Analytical skills and a good understanding how to measure the outcomes and impact of PR initiatives to show the direct effects.
- Strong hands-on mentality.
- You are an innovative guerrilla in your guild.

If you are interested in this position, please send us your application stating the earliest date you could start and indicate your salary expectations to jobs@sparkhrconsulting.de.