

# BURTON



At Burton, we are a purpose-led brand rooted in snowboarding and the outdoors. We fight for the future of our people, planet, and sport. We aim to maximize our positive social impact and minimize our negative environmental impact while delivering high-quality performance products. As a global leader in snowboarding, we're committed to diversity, equity, and inclusion for the long-term health of our company, sport, and community. Through these efforts, we aim to make snowboarding and the outdoors accessible to all.

## PR & COMMUNICATIONS SPECIALIST EUROPE (m/f/d)

### The Breakdown:

Starting in October, we are looking for a PR & Communications Specialist to create and execute Burton Europe's PR strategy, manage press requests, interviews and athlete media requests, organize press events and host media at snowboard events.

### What You Get To Do:

- Create and execute Burton Europe PR strategy, including goals, budget, and tactics, ensuring all efforts align to the Global strategy
- Manage Burton's European PR agencies and provide them with clear scopes of work and direction
- Manage Burton's European press requests and interviews; create and execute PR strategies for regional brand stories, product launches, and events upon request
- Oversee the European product placement, product seeding & media product testing strategy and process; provide press with accurate product information upon request
- Collaborate with Global PR and key stakeholders on media requests, risk and crisis management
- Plan and manage Burton's European PR efforts at snowboard events, PR showrooms, and other events, including communications planning, on-site execution, and post-event recaps
- Organize press events and host media, influencers, and other stakeholders on and off the slopes; coordinate interviews and photo shoots
- Manage Burton EU athlete media requests, working with various stakeholders to ensure successful outcomes
- Oversee coverage tracking and results; provide summaries upon request

### What You'll Bring To The Team:

- Min. 3 years of experience in PR and/or corporate communications; agency experience preferred
- Experience in the outdoor industry; extended media contacts in the snowboarding, outdoor, and action sports environment across Europe
- Capability to work with various internal and external stakeholders; at times dealing with complexity and ambiguity
- Excellent writing, spelling, and interpersonal communication skills
- Ability to see the big picture, and creative problem-solving skills
- Hands-on mentality with a proactive work attitude and incredible attention to detail
- Fluency in English required (oral and written); any other language is a plus

### What We Would Love To Offer You:

- Great team spirit, flat hierarchies, shared outdoor activities and space to learn & develop, all located in the heart of the Alps in Innsbruck
- Promotion of a healthy lifestyle through our sport and culture with diverse programs - from season pass contributions, lunch-time yoga, community involvement and fun team events
- Flexible working hours and option to work from home; benefit to work remotely from anywhere in Europe for up to 90 days/year
- Competitive, rewarding compensation package, depending on your qualifications and experience

We look forward to receiving your English CV and cover letter online at: [burton.com/careers](https://burton.com/careers)