

EMEA PR MANAGER, VANS – EMEA, STABIO SWITZERLAND

GENERAL SUMMARY:

Oversee and manage all EMEA public relations: pro-active and reactive media relations, seeding and influencer marketing designed to reinforce the brands image and increase brand awareness by presenting the Vans brand in a coherent and efficient way. Execution of a pan-European process and strategy aligned with the global brand vision to deliver results. To include management and ownership of relationships with a series of external partners within each key market that require clear briefs and regular review. Fiscal accountability for the department, planning and monitoring budget for the year.

PRIMARY ACCOUNTABILITIES:

- Significantly improve Vans brand image and awareness: increasing coverage, upgrading quality perception and reflecting brands positioning and differentiation from competitors
- Day-to-day management of agency relationships, monitoring and instructing them to ensure the best results possible and provide feedback to the wider team.
- Track editorial coverage and product placement, looking at return on investment and providing highlights for monthly re-caps of coverage
- Seasonal briefings to all external agencies
- Creation and execution of PR plans around our key stories and product launches
- Support on Vans events with appropriate PR & communications plans
- Partner with broader team to execute a seeding strategy aligned with brand product stories
- Pull together plans and share/present as appropriate to internal stakeholders
- Manage translation of materials as required for varying markets
- Guide and brief department team members as appropriate within their assigned responsibility
- Remain fully informed of all markets activities to support with PR, as appropriate
- Build and consistently review an EMEA-wide data base of suitable brand media and influencers
- Work closely with Brand Marketing Team to maximise marketing budget and grow brand presence across EMEA
- Develop annual budget proposals and expenditure allocation plans
- Provide pro-active ideas to further develop the brand that could be outside of PR function
- Stay informed with latest PR practice to ensure Vans is leading in its approach to this function
- Share best practice examples and competitive and industry work, as appropriate
- Be equipped to guide management team in the event of any arising issues or unforeseen incidences

QUALIFICATIONS:

- Education: PR or Marketing Degree or equivalent through experience
- A appreciation and understanding of the Vans brand and the action sport industry
- Experience: at least 5 years PR experience preferably in the action sports industry (brands, media, PR agencies, etc...).
- Appreciation of Social Media & Influencer marketing
- Language skills: Fluent in English (both writing and speaking). Preferable to have proficiency in a second language: German, French, Spanish, Swedish or Italian preferred.

COMPETENCIES:

- Excellent writing & communication skills, with attention to detail.
- Highly organized and proactive person
- Experience in working in multicultural teams and under pressure with ability to take initiative
- Enthusiastic, pro-active person who can handle stress and take initiative.
- Proficient in Microsoft programs including, PowerPoint, word, Excel
- Fiscal management capability