



## **In-House Public Relations Manager Europe**

**POC is a Swedish company with the strong mission to do the best we can to possibly save lives and to reduce the consequences of accidents for gravity sports athletes and cyclists.**

To build on the current success of the brand, we are looking for a self-motivated individual who shares an affinity with POC values and beliefs, as well as a passion for skiing, cycling and action sports/lifestyle communities.

Are you a dynamic, experienced PR professional ready for a new challenge based in Salzburg? You will be working closely with the whole Marketing Team to plan and implement international strategies on a European level. The Public Relations Manager will be primarily responsible for PR initiatives in the major markets France, Switzerland, Benelux and parts of Scandinavia.

### **PRIMARY RESPONSIBILITIES:**

- Planning, developing and implementing PR strategies
- Liaising with, and answering enquiries from media and other organizations, often via phone and email
- Writing and/or translating and distributing press releases to targeted media
- Monitoring publications and analyzing media coverage
- Coordinating photo shooting opportunities including sample distribution
- Organizing and devising press conferences, exhibitions, open days and press tours
- Fostering community relations through events and through involvement in community initiatives
- Managing the PR aspect of a potential crisis situation
- Maintaining and managing the reputation of POC
- Reporting to Marketing Manager CE and Head of Global PR

### **POSITION REQUIREMENTS:**

- Experience in Public Relations or related field in ski, cycling or action sports industry
- Fluent in French and English, any additional language skills (German) are a welcome
- Excellent communicator (especially on the phone), confident, with a can-do attitude
- Ability to learn quickly
- Hands-on ability
- Willingness and ability to travel internationally

### **OUR OFFERING:**

- Great position at a global player in the skiing, cycling and lifestyle industry
- Member of European marketing team
- International environment, vivid atmosphere
- Start date in Salzburg: January 2018

**If interested, please send us your complete application documents (including CV, photo, certificates) via email.**

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