

PR/ COMMUNICATIONS LEAD AT FACTION SKIS

We are looking for a strong and capable PR and Communications Lead to join our team. We are Faction Skis, one of the fastest-growing brands in the snowsports industry. We share a passion for nature, pushing boundaries, and creating beautiful products. Today our skis and films have won over 100 awards and we shipped over 30,000 skis in 2018-19 for riders in 40 countries.

The Role:

As a key member of the Marketing Team, you will work in a fast-paced, international environment. The ideal candidate will have a minimum of 5 years' experience within PR and communications and the ability to strategise, lead, and execute on a global and regional level.

The role is demanding – Faction is a lean company with high expectations. Our team is motivated and our customers and colleagues expect the best. Equally, the position offers a unique opportunity to be part of a business that touches our passions and those of our fans.

Primary responsibilities include:

- Work with the Marketing Manager to plan and execute global and regional PR strategy
 - Build annual PR calendar for all brands while maintaining and managing the PR budget
 - Research and evaluate PR opportunities for partnerships, distribution of content and advertising buy
- Develop and maintain media relationships for each brand and ensure PR contacts database is kept up to date
- Build press databases specific to each brand (endemic / mainstream / trade)
- Manage seeding budget and program
- Act as central inhouse contact for all inbound media requests, responding promptly to enquiries
- Create, send and follow-up on press releases for new collections, film releases, athlete news etc
- Manage production of artwork and assets
- Create content for press releases and execute all distribution
- Analyse Media Partnership ROI
- Analyse and track of methods and success
- Organisation of press initiatives, events, HQ visits and trips
- Analyse Market Share-Of-Voice versus competitors
- Content and asset creation- including copywriting and translating

- Media tests- which includes but is not limited to- development and execution of media test strategy, management of calendar, budget, and press.

As a company we care for our planet, this is reflected in our culture and we are collectively responsible to demonstrate this in our everyday working practices. It is necessary that this individual build sustainability messaging into communications and our practises throughout.

Essential requirements:

- Fluent in English and German or French
- A strong passion for the ski industry / action sports
- A minimum of 5 years' experience of designing and delivering internal and external communications strategy
- Ideal candidates will have brand experience with soul-oriented brands
- Evidence of clear analytical thinking and gets to the heart of complex problems and issues
- Result Focused

Specifications:

- Based in Verbier (Ideal) or London
- Full Time

Benefits:

As a member of our team it is also important you represent our brand. We therefore give everyone access to a selection of products and gear to wear and ride with pride.

Interested? Please click the link to apply and we will be in touch. We look forward to hearing from you!