



PR & Media Relations Manager, Berlin/ Dublin
(m/f/d)
German/ English

About yes&

yes& is a creative & innovation consultancy. We specialise in communications & strategy, combined with digital product creation. By combining beautiful design, accurate data & the right technology, we help our clients achieve growth. We form partnerships with our clients through a desire to always build & improve.

We value our people & invest in them through offering excellent benefits, competitive salaries, & superb career development opportunities. We recognise & reward hard work. In return, we expect our people to bring the commitment; drive & talent to add significant value to our company.

The Role

We are currently looking for a PR & Media Relations Manager to join our growing team. This is a full-time role based in Berlin or Dublin depending on the location of the candidate. Reporting to the CEO, the PR & Media Relations Manager is responsible for delivering & managing effective public relation strategies, both B2C & B2B, which support client objectives & offer outstanding results.

This role requires someone who has a passion for creating content, developing relationships & has a real attention to detail. The ideal candidate will be well organised, creative, pro-active & a solution orientated team player with strong communication skills.

Main Responsibilities

- > Co-ordinate all public relations activities, to include building a client & media organisation database, developing publicity strategies & campaigns, managing media inquiries & interview requests, writing press releases, etc
- > Researching, writing, editing, proofreading, & distributing press releases
- > Handling enquiries from the public, press, & related organisations
- > Liaising with journalists & developing relationships with key media personnel & thought leaders to grow industry awareness
- > Speak publicly when required at interviews, press conferences & presentations
- > Daily media monitoring & distributing daily/weekly news updates to account teams & clients (as appropriate)
- > Consume investment, market, real estate, food retail & other relevant articles & reports & create insights & opinion pieces that support the company & the client's message
- > Identify, build, & leverage key partnership opportunities with other relevant organisations & represent yes& at key corporate & external events as required
- > Devise & implement internal processes to ensure accuracy & consistency of messaging & branding across all company-wide communications
- > Organise PR events in collaboration with event marketing
- > Seek opportunities for partnerships, sponsorships & advertising

Education & Experience

- > 3+ years of experience working as a Public Relations officer or similar role in a busy & dynamic environment
- > Qualification in journalism, communications, new media technologies, public relations, or related discipline
- > Proven ability to craft media strategies & activations that have delivered YoY growth
- > Experience of delivering impactful PR campaigns from inception through to delivery across a range of platforms, (online, broadcast & print)
- > Background in researching, writing & editing publications

Skills & Abilities

- > Excellent communication skills (both written & verbal) & fluency in German & English
- > High level of writing skills & ability to adapt style for different audiences
- > Excellent publicity skills, a strong understanding of the media (print, broadcast & online in Ireland/Germany & across Europe), editorial requirements & what makes a story
- > Excellent story telling skills as well as editing experience & attention to detail
- > Deep personal accountability for great performance
- > Ability to demonstrate creativity & innovative thinking
- > Ability to accurately digest large amounts of information & break down complex problems thoroughly, framing the result in a way that creates clarity
- > Strong organisation skills & time management skills, with an energetic approach & a proven ability to work to deadlines & prioritise work under pressure
- > Strong presentation skills
- > Ability to foster strong internal & external relationships to achieve success

Benefits

- > Development opportunities - support for further education & training
- > Career progression - we value our employees & promote from within the company
- > Flat hierarchy
- > Modern workplaces
- > Opportunities to travel to our European offices
- > Amazing parties & events
- > Discretionary days at Christmas

Salary: Dependent upon experience

Contract: Indefinite

Hours: 40 per week

To apply for this position, please e-mail your CV to: careers@yes-and.io

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