

On behalf of one of our clients, based in the Neuchâtel region, we are seeking a:

PR Manager

Who will be responsible for the PR strategy and the development of the brand.

Responsibilities

- Suggest, draft and lead the PR content of the Press Releases and Website platforms
- Liaise with Product Department to receive all the information needed to draft product press releases
- Coordinate the external monitoring agency
- Manage operational aspects such as analysis, reports and logistics
- Execute all PR / Marketing related copywriting tasks
- Provide Q&As for interviews and answer international media requests
- Support the digital and other marketing teams with all copywriting needs
- Supervise and execute PR / Marketing related translations in collaboration with external agency
- Collect local needs and source solutions suiting our global strategy
- Manage the PR watch collection and coordinate with markets for shootings / media requests
- Benchmark competition in PR / Events / Sponsoring activities
- Provide support to meet the team's goals and objectives
- Management of PR team (1 person) in order to maintain coherence and achieve results

Profile

- Bachelor's degree in Marketing/ Public Relations/Communication/ Journalism or in a related field.
- At least 10 years of public relations experiences.
- Proficiency with Social Media applications tools as well as Microsoft Office
- Fluent in French and English (working languages). Good knowledge of German is a plus
- Strong communication and interpersonal skills.
- Creative instinct and open-minded
- High attention to details
- Able to work to strict deadlines
- Strong interest for lifestyle / luxury themes
- Willing to travel and work occasionally on weekends and evenings

Consultant: Linda Allan

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