



PR & Communication Manager for a Scandinavian Design Brand with global reach

Job description

As an international PR & Communication Manager, you are responsible for the development and execution of Fredericia's PR strategy, which supports our communication strategy. You have an understanding and appreciation of Scandinavian design. Given your experience with PR, you draw on your press relations, international network of influencers and ability to communicate - to help expand awareness of the Fredericia brand on the global market.

Main Responsibilities

- Support brand growth by building and developing exceptional storytelling across the brand and products
- Support the development and execution of our global PR strategy and material
- Support markets with regional PR, set KPIs and ensuring ROI
- Support our corporate communication
- Develop and produce quarterly global PR reports
- Develop, write and produce press releases
- Be responsible for all global press visits
- Be responsible for organising press events
- Act in a service capacity
- Help with ad hoc projects

About you

You have a university degree, preferably a Master's in Communication or similar, with a minimum of 5 years hands-on experience from a similar position.

You combine strategic understanding with a determination to create results. A networker by nature, you are comfortable with media outreach to relevant journalists, bloggers, etc. and you know when and where to communicate a good story. We expect you to be structured yet flexible, independent and a good team player, motivated by creating success together with colleagues. Outgoing and always professional, you have the interpersonal skills to work across our entire organisation, dealing with internal and external stakeholders. You have a good reputation as a PR Manager and storyteller, and you put a high priority on integrity. With exceptional communication skills in English and Danish, German is a plus. You are innovative and constantly think outside the box. A busy day is normal for you, and you stay focused while managing various projects simultaneously.

Place of work

Lovstræde 1, 4th & 5th floors
1152 Copenhagen K

Hours

37 hours a week (full-time)

We look forward to hearing from you

Please send your application and CV (in Danish or English) as soon as possible, no later than the 10th of January 2022 to job@fredericia.com. If you have any questions, please reach out to Brand Director, Katja Falkenberg at +45 53872121.

About Fredericia

Fredericia is a family-owned design company established in 1911. We are co-founders of Danish Modern design. We believe in high quality, honest materials and human empathy. Our passion is to create modern originals rooted in our heritage and relevant to a global audience. Authentic, purposeful and sustainable designs. Crafted to last.