

SOO0J5 B3L8E hollister france soldes Y2D52E
Posted by 60hlixno - 2014/11/21 06:53

Department: Marketing, PR & Branding
Reporting to: Marketing Director
Direct Reports: supported by Marketing & PR Assistant
Level: Mid ♦ Senior
Location: Old Street, East London
Terms: Full time role working Monday to Friday, 10am ♦ 6.30pm.

2.?? ?Duties, responsibilities & deliverables
?? ????? Draft, develop and implement the short, medium and long-term print and digital PR & Branding strategy for Dazed Group titles and brands: Dazed magazine, dazeddigital.com, AnOther, anothermag.com, AnotherMan magazine, Dazed Vision & Dazed White Label.
?? ????? ?Develop and maintain relevant press, media and industry contacts, positively exploiting these to increase brand awareness and leverage coverage of Dazed Group campaign activities,hollister france soldes, commercial partnerships, news and events.
?? ????? ?Monitor and report on the success of Dazed Group PR campaigns
?? ????? ?Attend relevant industry events and represent Dazed Group as a key brand ambassador
?? ????? ,Moncler?Collaborate with our Events team to PR the calendar of events supporting both editorial and commercial objectives
,http://neerjaal.org/hcofr.asp?? ????? ?Support Advertising & Creative Solutions and Dazed White Label by contributing PR ideas and plans for brand pitches including drafting any PR budgets??
,Hollister?? ????? ?Managing all B2B PR ♦ including developing contacts and devising B2B opportunities and pitching stories to press
?? ????? ?Work closely with the Digital Marketing Manager to create innovative digital and social PR campaigns for editorial and commercial activity

3.?? ?Deliverables ?
?? ????? ?Draft PR plan for 2015 Dazed Group marketing department strategy working closely with Events and Digital Marketing Manager
?? ????? ?Maintain up to date database details for press, industry and media contacts
?? ????? ?Manage PR budgets for campaigns and commercial projects
?? ????? ?Manage and circulate weekly and monthly PR reports to key stakeholders: editorial, digital, commercial, senior management
?? ,http://www.copromo.com/Romaltalia.html???? ,Hollister Deutschland?Collate PR reports and case studies post event / campaign / commercial project
?? ????? ?Research and deliver press briefings to staff for media interviews & events
?? ????? ?Update the Group marketing calendar and owned sites with relevant Dazed Group brand stories
?? ????? ?Prepare and supervise externally facing DG PR collateral (Wikipedia, Dazed White Label, B2B information, key staff and company profiles)
?? ????? ?Manage media partnerships, event based PR opportunities and exhibition,hollister, college and institution partnerships
?? ????? ,Hollister Official Website Sale?Foster community relations through involvement in Hackney Community initiatives
?? ????? ?Manage PR aspect of potential crisis situations
?? ????? ?Sourcing and managing speaker opportunities for editors and Dazed Group brand ambassadors

4.?? ?Skills, experience & personal attributes
?? ????? ?Experienced PR & Branding professional with significant marketing and communications experience in publishing or related media industry
?? ????? ?Experience of working across digital and non-digital campaigns, with proven success in developing digital marketing strategies
?? ????? ?Budget management experience and sound commercial judgement,Hollister, results focused with strong numeracy and analytical skills
?? ????? ?Experience of managing multiple projects simultaneously with multiple stakeholders and communicating effectively with stakeholders at all levels internally and externally
?? ????? ?Proven understanding of building and developing brands in digital space
?? ????? ?A results focused and creative PR professional you will be comfortable working autonomously and contributing the wider marketing strategy as part of a collaborative team
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