

VACANCY: PR Manager at FACTORY 92?

FACTORY 92 is a creative agency specialized in international music industry consulting, PR and marketing working both inside and outside of Germany with clients from all over Europe.

We are looking for a new PR Manager, to join our international team of 6 passionate music lovers, strategists and communicators in Hamburg, Germany, with the purpose of supporting campaigns within fields such as (but not restricted to):

- Major Festival PR & Marketing
Promoting the likes of SZIGET Festival, Roskilde Festival and Balaton Sound in Germany and other European markets
- Tour & Show PR
Promoting a diverse range of artist tours in Germany, meaning everything from major artists such as Muse over cool acts such as Kraftwerk to exciting upcoming names
- Export PR
Promoting showcase events in Germany for music export offices such as Music Finland, MXD – Music Export Denmark and Music:LX (Luxembourgish export office) as well as inviting German delegates to international music industry conferences and showcase festivals across Europe such as MaMA (FR), SPOT Festival (DK) and Sonic Visions (LU)

Main responsibilities:

- Pitching and promoting our events to online and print media
(meetings, phone calls, emails, etc.)
- Conceptualizing and executing creative PR pitches
(thinking outside the box in order to identify which stories need to be told to make whatever you are promoting relevant for your target groups)
- Identifying and approaching alternative channels for promoting our portfolio
(for example social media models, fashion stores, diverse retailers, etc.)
- Keeping an overview of the results generated by your work and ensuring that its properly reported back to the clients
- Maintaining partner and client relationships
(being responsible for the daily dialogue with the clients and media partners for whom you are responsible)
- Coordinating project related processes related to your work
(briefing and taking care of the journalists you will invite to international festivals, handling guest lists for showcase events, etc.)

Skills and qualifications:

- You are:
 - *A good sales(wo)man, and proud of it*
 - *An extrovert networker and communicator*
 - *Competitive*
 - *Creative*
 - *Into going out*
 - *Curious*
 - *A team player*
 - *Capable of solving tasks independently*
 - *A strong multi-tasker*
 - *At home working with a wide network of people*
 - *A true music lover → At best you are also into the electronic music scene*
 - *At home in the digital world (social media, search engines, streaming, etc...)*
 - *Open towards travelling*
 - *Internationally minded*
- You are familiar with online marketing and IT tools such as:
 - *Google AdWords*
 - *Social media marketing*
 - *Microsoft Office (especially Excel and Word)*
 - *Newsletter tools (such as Mailchimp)*
- You must be fluent in German and English. Other languages are an asset
- You have +3 years of relevant working experience in the music industry

Further employment details:

- This is a full-time position (40 hours/week)
- This is a mid-level position
- Ideally speaking we'd like you to start in February 2016
- Salary and benefits are to be discussed based on experience

How to apply:

Please send your cover letter and CV to PR Manager Michael Schneider (schneider@factory92.eu) before 12:00 on Friday the 8th of January 2016.