

Senior PR Manager at FACTORY 92?

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

We are looking for a Senior PR Manager, to join our team of passionate music lovers, business strategists, project coordinators and communicators, to lead campaigns within fields such as:

- Festival PR & marketing
Promoting and marketing major consumer festivals such as SZIGET Festival, Roskilde Festival and Balaton Sound in the entire GSA-region (Germany, Switzerland and Austria)
- Radio PR
Plugging artists and releases to the German radios (public, private & college) for clients such as Secretly Canadian, Grönland Records and Sub Pop Records
- Tour PR
Promoting a diverse range of nationwide tours in Germany, meaning everything from major artists such as Arcade Fire and Gorillaz to exciting newcomers such as Konni Kass
- Export PR
Promoting “nation branding” showcases in Germany for music export offices such as Music Finland and Czech Music Office, as well as inviting German delegates to international music industry conferences and showcase festivals across Europe such as SPOT Festival (DK) and Sonic Visions (LU)

Main responsibilities:

- Promoting our events (festivals, tours, showcases, etc.) in relevant online, print, radio and TV media
(newsletters, meetings, phone calls, emails, etc.)
- Plugging releases and tracks with the aim of achieving radio rotations, free picks, features and sessions
(digital and physical sendouts, meetings, phone calls, emails, etc.)
- Promoting our showcase events in Germany and international showcase festivals & conferences to relevant B2B contacts such as labels, agents and publishers
(inviting people to attend via meetings, phone calls, emails, etc.)
- Conceptualizing and executing creative PR pitches
(thinking outside the box, and understanding the interests of your network, in order to identify which stories need to be told in order to make whatever you are promoting relevant for your target groups)
- Conceptualizing and executing effective marketing strategies
(understanding how to successfully connect the business objectives of our campaigns with effective sales-enhancing marketing actions)

- Identifying and activating alternative channels for promoting our portfolio and reaching our campaign goals
(for example social media opinion leaders, brands, 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 and cooperation with the clients, media, service and marketing partners for whom you are responsible)
- Supervising (and if necessary handling) all relevant project coordination tasks related to the campaigns run by you
(for example handling campaign budgets, adhering to advertisement deadlines, ensuring that all campaign results are clipped, etc.)

Skills and qualifications:

- You can identify with the majority of the below-standing characteristics. I.e. you are:
 - *Ambitious and competitive*
 - *Goal-oriented*
 - *Stress-resistant and can take the pressure of having to deliver results and meet campaign goals*
 - *Hard-working and not afraid of “getting your hands dirty”*
 - *Interested in strategy and “how things tick”*
 - *An effective networker (it’s not just about having a good network, but much more about being able to activate your networks)*
 - *Proactive*
 - *Capable of solving tasks independently*
 - *A natural multi-tasker*
 - *At home working with a wide network of people*
 - *A true music lover*
 - *Well-versed in dealing with the extensive German music media landscape (radio, online, print, etc.)*
 - *Well-connected in the German music industry and understand how it works (from live to recorded)*
 - *Right at home in the digital world (social media, music streaming, newsletter tools, excel-sheets, etc.)*
 - *Open towards travelling*
 - *A team player*
- You must be fluent in German and English. Other languages are an asset, but not a must
- You have +5 years of relevant working experience in the German music industry. Relevant academic degrees such as business studies, communications and music management are an asset, but not a must

VACANCY: Senior PR Manager



Further employment details:

- This is a permanent full-time position (40 hours/week)
- This is a senior position (both in terms of what we expect from you and the employment conditions we offer in return)
- The job requires you to be based in and work full-time out of Hamburg, Germany

How to apply:

Please send your cover letter (in German), CV (in German or English) and relevant references (at least 1 current or former employer) to Managing Partner Christian Holl Buhl (buhl@factory92.eu) before 12:00 on Friday the 27th of October 2017.