



As the Manager, PR Events, overseeing the Europe region, you will play an integral role in the awareness of the Moose Knuckles Brand through the development of creative content, influencer partnerships and campaigns across multiple channels.

Some of What You'll Do:

PRESS & MEDIA

- Develop and execute the European PR strategy in accordance with global strategy
Manage and measure international PR agencies to exploit the agreed planning and goals, while supporting the planning and execution of the calendar at the regional level
- Supervise the organization of press days, appointments and interviews
- Ensure PR agencies have relevant assets to deliver the PR plan
- Develop and execute the European Media strategy, to maximize coverage and exposure for the brand in each country and through the different channels
- Manage the regional and the local media budget(s)
- Ensure monthly reporting is provided by third parties and shared internally in efficient and timely manner
- Monitor, archive and distribute editorial coverage to both internal and external stakeholders (ie sales)

INFLUENCER MARKETING

- Develop, execute and track the European influencer programs and product placement
- Coordinate with Global Marketing Director and Global VIP/Influencer Manager to align and deliver on consistent projects
- Increase brand awareness by securing coverage via proactive product placement with a focus on digital
- Set and coordinate gifting for product placement and desired coverage calendar
- Identify and approach potential talents for paid and organic partnership
- Manage European influencer budget, performance and ROI of projects for each country

EVENTS

- Develop, Coordinate and execute EU events plan for the brand across PR, retail, tradeshow
- Support the PR agencies to execute all events including guestlist, logistics and all production aspects to ensure the experience is on brand and consistent with the European marketing strategy
- Support the marketing and sales management on retail events, co-op activities and in store support
- Provide tools, presentations and support for local sales teams in the execution of their activities
- Ensure qualitative reporting on each relevant project and related ROI



Some of What You'll Need:

- Minimum 5+ years experience in PR, within a fashion, aluxury brand or an agency
- Established network of International press contacts, strong knowledge of international media
- Relationships with PR and events agencies and influential communities
- Experience in social media buying and planning
- Fluent in English and Italian

Some of Who You Are:

- Team player
- Strong communication skills, both written and oral
- Ability to think strategically and creatively while working in a fast-paced environment
- Multi-tasking and problem-solving skills