

The University of Applied Sciences Europe – Iserlohn, Berlin, Hamburg educates the designers and decisions-makers of tomorrow in the four faculties of Business, Psychology, Media, Sport and Design. It came into existence in 2017 after the merge of BTK University of Art & Design and BiTS University of Business Leadership. The University of Applied Sciences Europe is member of Global University Systems (GUS) and opens up unlimited career opportunities to its students by awarding a degree with an international reputation. The HTK - Academy of Design is also part of our GUS network and has trained thousands of successful communication designers for a diverse range of creative professions in the international design industry.

The synergy of creativity, entrepreneurial digital thinking, and internationality mutually enriches the faculties and leads to new perspectives in teaching and research, meeting the needs of the job market in the 4.0 era.

For our location based in **Berlin** near Potsdamer Platz we are looking for

Public Relation Manager (m/f)

We are seeking a Public Relations Manager to nurture a strong educational network, increase awareness and develop an enviable corporate image by developing and executing effective communications and media relations programmes.

Specific responsibilities:

- Develop a PR communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Coordinate all public relations activities together with our PR agency
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, by-line articles and keynote presentations
- Monitor, analyse and communicate PR results on a quarterly basis
- Evaluate opportunities for partnerships, sponsorships, paid-content on an on-going basis
- Build relationships with thought leaders to grow industry awareness
- Work with marketing-communications teams in global parent company's various locations to establish messaging and drive campaigns as required
- Maintain a keen understanding of industry trends affecting the University of Applied Sciences Europe and HTK Europe and make appropriate recommendations regarding communications strategy surrounding them

Requirements:

- Proven working experience in public relations required
- Proven track record designing and executing successful public relations campaigns at both a local and national level
- Strong relationships with both local and national business and industry media outlets in our main regions such as Berlin, Hamburg and Iserlohn
- Exceptional writing and editing skills
- Solid experience with social media including blogs, Facebook, Twitter, etc.
- Event planning experience
- BA/MA degree in Marketing, Advertising, Communications or a related discipline
- Language skills: German (native), English (business fluent)

Benefits:

- Unlimited contract based on 40 hours per week
- Play a major role in a dynamic, collaborative and international environment
- Varied tasks in a great team atmosphere

Interested? Then please send us your application including cover letter, CV, salary expectations and earliest starting date. We're looking forward to your application via E-Mail karriere@gusgermany.de

Feel free to contact:

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