



PUBLIC RELATIONS MANAGER – Global Luxury Brand

One of the most successful and famous Global Luxury Watch & Jewelry Designers is seeking a talented and experienced PUBLIC RELATIONS MANAGER. Ideal candidates will have 5-10 years of “Hands-On” PR experience with either a Luxury Goods or Premium Lifestyle Brand. Watch and Jewelry experience preferred. Position reports to the Brand Vice President.

Key Responsibilities include:

Oversee all Editorial, Press & Media Relations, Events & Communications.

Manages and achieves all Public Relations objectives. Guarantees that evaluation systems are in place as related to these PR objectives.

Delivers results that ensure all strategic public relations activities are forward thinking and in alignment with the global brand.

Liases with the PR team at the International headquarters to ensure seamless implementation in accordance with global guidelines.

Promises that Media Relationships with relevant and appropriate Press support strategic Editorial Placements that further brand image.

Proactively identify and capitalize upon strategic public relations opportunities.

Accurately track and maintain current database of editorial mentions and advertisements.

PR Budget Management & ROI

Current Press, Media & Editorial Contacts/landscape as it relates to premium/luxury segment

Press Release – Editing, Writing and Oral communication skills

Strategic thinking/Hands-on approach

If interested, Email your CV to Resumes@OmniChannelCareers.com