



MANAGER of PR & Social Media Influencer Marketing - Fashion & Luxury

One of the fastest growing brands in Bridal & Evening Wear Design is seeking a Manager of Public Relations & Social Media/Influencer Marketing to oversee their PR Plan for continuous strategic growth in each of their Wholesale Locations & Specialty Boutiques throughout the US.

Ideal candidates will have current Contacts and Relationships with Social Media Influencers and Editors from major publications & websites in the Bridal Industry.

In this role you will work closely with the US President, the Head of Marketing, the Head of Sales, and each of the Wholesale Account Directors throughout the US.

Primary responsibilities include:

- Create, implement & execute annual PR/Media Relations plan for the brand
- Manage current Outside PR Agency & all Social Media Marketing/Influencers
- Press Release Writing, Oversight and Review
- Deliver Samples, Dress "pulls" and Product Placement
- Creation of 360 degree PR Marketing plan for all New Product Launches
- ROI based Event planning with Wholesale Accounts
- Manage Event Budgets while maximizing ROI
- Oversee and manage Social Media Influencers and Editorial Contacts



- Partner with Merchandising & Marketing to ensure stock levels are in line with Events
- Develop strategy to eventually bring all PR functions "in-house"

Key Requirements:

- Must have at least 3-5 years' experience in Marketing or Public Relations in Luxury
- Experience in Luxury Retail Marketing, Bridal, Jewelry or Evening Wear a plus
- Bridal Industry Contacts and Current relationships with Influencers and Editors
- Bachelor's in Marketing a plus - Strong Writing Skills mandatory

Kindly Email your updated CV to Resumes@OmniChannelCareers.com to apply today.