



ONLINE PR MANAGER

NÜWIEL is a Hamburg based startup developing electric mobility solutions for last mile logistics. NÜWIEL is founded in 2016 with a vision to improve air quality in cities and reduce negative impact of traffic emissions on environment and public health by providing an award-winning sustainable mobility: electric trailer (**eTrailer**) for bikes.

By 2030 eTrailers will be saving 64M tons of the CO2 emissions per year

We are a diverse, dynamic and growing team. We are looking for a talented, highly motivated **Online PR Manager** ready to take the challenge to build up new structures for public relations activities.

YOUR MISSION

- Coordinate all public relations activities
- Develop a communications plan including strategy, goals, budget and tactics
- Develop a media relations strategy, seeking high-level placements in terms of visibility
- Direct social media team to engage audiences across all channels
- Leverage existing media relationships and cultivate new contacts within business and industry media
- Manage media inquiries and interview requests
- Create content for press releases, byline articles and keynote presentations in German (+ English is advantage)
- Monitor, analyse and communicate PR results on a frequently basis
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis
- Build relationships with thought leaders to grow industry awareness
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them



YOUR BRING

- Proven working experience in public relations required (5+years)
- 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
- Experience in supporting the company's spokesperson; comfortable and skilled in both broadcast and print media interviews
- Exceptional writing and editing skills
- Solid experience with social media including blogs, Twitter, LinkedIn, Instagram
- Event planning experience
- BA/MA degree in PR, Communications, Journalism or a related discipline
- Proven management skills and problem-solving skills
- Strong attention to detail and excellent analytical skills
- National of an EU-country or valid work / residence permit in Germany
- Fluent in German and English

WE OFFER

- High level of responsibility from day 1 and self-initiative
- Dynamic startup environment and friendly international team
- Opportunity to directly contribute to climate change and better environment
- Support in personal and professional growth
- Brand new modern office 10 minutes away from the Central Station and HafenCity

SOUNDS INTERESTING?

Please send your CV and relevant documents

to the Director Marketing: emel.biallas@nuwiel.de