

PR Manager (f/m) EMEA

For our office in Bracknell/UK or Stuttgart/Nettetal/Germany



We are not just looking for new employees; we are looking for committed and open-minded people, who are enthusiastic about an opportunity to work for a dynamic global company.

If our core values integrity, customer service, accountability, teamwork and innovation are as important to you as to us, please send us your application.

Your responsibility:

- Development of a PR strategy for Avnet Technology Solutions EMEA, driven by an understanding of stakeholders' needs/perceptions, which supports and reflects the organization's business priorities
- Development of PR programs/campaigns/success stories to drive coverage; including measurement of success
- Encourage managers to use PR more pro-actively, and adopt behaviors consistent with the PR principles/guidelines
- Key contact to and steering of European PR Agency to support local PR and/or Marketing functions
- Close collaboration and support local PR or MarCom people in up to 15 European countries
- Build relationships with key stakeholders, as well as management of international media contacts
- Strongly integrate PR - into other marketing & comms activities
- Work as an interface between the U.S. listed corporation (Avnet Inc.) and its subsidiary Avnet Electronics Marketing
- Management of the PR EMEA budget
- Reports to Marketing & Communications Director EMEA

Your profile:

- Excellent English skills; additional language skills like German would be an advantage
- Proven track record of international PR activities
- Excellent writing, communications and organisational skills as well as proven analytical ability
- Market experience in the IT sector prerequisite, experience in IT distribution in its macroeconomic context desired
- Well developed consultancy, coaching and advisory skills and the ability to work at board level on communications
- Excellent knowledge of the European media landscape and excellent media contacts (Channel, IT, Business Press)
- Capable of adapting international content to local market requirements
- Ability to "translate" centrally generated content and messages into the language of the respective decision makers
- Capable of hands-on problem solving with the ability to generate ideas and solutions

You will be part of a highly motivated Marketing & Communications EMEA team in an expanding operating group of a global company. Your job will be challenging and diversified with high potential of personal development and a long-term perspective, which enables you to participate actively in creating our future.

If we have the same goal, we are looking forward to receiving your detailed application including your salary expectation.

Avnet Technology Solutions Ltd.

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