

Job Title: Press and Content Marketing Coordinator

We are currently recruiting a motivated PR and Content Marketing Coordinator to join the menswear team. The candidate will be responsible for supporting the press and marketing team across multiple brands on all press and digital media channels.

Day-to-day duties will include sample management, press communications, handling press requests for imagery, samples and contributing to PR and marketing strategies. This role also requires supporting the team in PR outreach, tracking and recording press and social media coverage on designated accounts and assisting on content creation projects.

Main duties and responsibilities:

- Support Press and Content marketing tactical executions.
- Managing daily sample requests.
- Requesting and organising relevant seasonal imagery and information for client files.
- Help with the analysis of the success or failure of projects and develop recommendations for improvements in future.
- Following up on mailers and pitches with press contacts through email and phone calls.
- Coordination of image and price requests.
- Monitoring and distribution of editorial coverage.
- Assisting on generating VIP product placement.

Skills and requirements:

- Have a good understanding of brand, understanding of different audiences, how customers engage with content and what a compelling and effective digital activation looks like.
- Be creative, enthusiastic, organised and have a strong interest in fashion.
- Drive traffic to assigned brands through development and execution of PR and content marketing strategy and planning.
- Track and measure success of press and digital activations against sales.
- Have some fashion marketing experience and contacts across online and traditional press.

Permanent position. Competitive salary + bonuses

Applicants are requested to submit a C.V and covering letter outlining why you want to work for PRESENT

Agency and what you can bring to the team to gene@presentagency.com