

## **PR & Marketing Manager North America**

New York or Los Angeles, full-time

We're looking for an enthusiastic, experienced, and passionate PR & Marketing Manager North America to join our team. Preferably you are based in the New York or Los Angeles market. As the PR & Marketing Manager North America you will work closely with our PR team, which is based in Berlin, and our Digital Marketing team which is based in Copenhagen. The PR & Marketing Manager North America's primary tasks are to strengthen and grow the Reform presence in the US and Canada.

Join Reform, a EUR 20m revenue scale-up with headquarters in Denmark and support and underpin our continued growth as we scale our business in existing and new markets. Be an essential part of our continued growth and join an ever-growing team of passionate individuals, working to conquer the global kitchen industry.

### **Responsibilities**

- Responsible for PR, media and influencers in North America with a focus on new product launches, showroom openings and general awareness
- Management of our external PR firm
- Responsible for events in our showrooms in US
- Execute on PR strategy set by the Director of PR & Communications
- Support the work of our Digital Marketing Director by assisting in organizing campaigns and developing marketing strategies

### **Requirements**

- 4+ years of PR & Marketing experience
- You master all aspects of press work, know your PR tools and have experience in operational press work
- You have a rich network of relevant media / influencers in North America
- You know when you hear a good story, and you know how to frame a story; finding the right, creative angle, and you know what it takes to get a story brought; you're also not afraid to 'kick a door in' if that's what it takes
- You are systematic and structured, have lots of great ideas, a creative mind, ambitious, responsible and can have multiple balls in the air at once
- You are hyper-engaged and keep your pulse on what's happening in the media, influencers world and the design industry
- Excellent writing skills

**What we offer you**

- An open, motivated and international team
- Access to an exciting industry with numerous growth opportunities
- Flexible, self-organized work with short communication channels
- A lot of responsibility for your own tasks and a working environment in which the contribution of own ideas is valued and promoted
- Opportunity to grow and develop your professional profile

If this sounds like you, please submit your resume to mail: [careers@reformcph.com](mailto:careers@reformcph.com) with “PR & Marketing Manager North America” in the subject field.

Conversations will be held on an ongoing basis, so please send your application as soon as possible. We look forward to hearing from you.