



## U.S. PR MANAGER

We are looking for an energetic fashion-loving GANNI GIRL to join our growing team. Based out of the GANNI New York office, you will work closely with the HQ PR team in Copenhagen as well as the local sales team to effectuate brand strategies and foster relationships with US press and stakeholders. This is a key role in the international PR team, and as a GANNI brand ambassador you will passionately drive the brand forward.. We are a growing fashion business and you are a creative thinker with the confidence to express your ideas.

The position is full-time.

### Responsibilities:

- Oversee sample trafficking to magazines, stylists, influencers and priority sales accounts
- Coordinate local events as well as seasonal press appointments
- Seek and compile print and digital press reports
- Execute new media and influencer research
- Work closely with team to create unique and on-brand strategies that achieve effective, consistent, and long-lasting results
- Facilitate media introductions and foster relationships between brand personnel and key industry players
- Maintain strong rapport with relevant media, stylists, celebrities, and influencers on behalf of the brand.
- Act as loyal ambassador of the Ganni brand and strive to represent the brand at all times

### The Ideal Candidate:

- Excellent communication and collaboration skills
- Ideally you have a Bachelor's or Master's degree in Communications & PR
- Outgoing and love interacting with people
- Structured with a natural sense for organizing, you thrive in an independant workflow
- Results-driven with high level of responsibility towards completing tasks and achieving goals
- Minimum five years of industry experience
- Strong leadership skills and ability to manage team members

### Application:

As we interview candidates continuously, we kindly ask you to send us your CV and application as soon as possible to [us.prmanager@ganni.com](mailto:us.prmanager@ganni.com).

### ABOUT GANNI

GANNI is a Danish fashion company established in 2000. We create four annual collections including shoes and accessories. GANNI is represented in more than 400 of the world's finest retailers as well as through 21 concept stores across Denmark, Norway and Sweden.

# GANNI

*Frederiksholms Kanal 4 / 1220 Copenhagen / Phone: (+45) 3332 4457*