**PR Manager**

Reporting to Marketing Director

Europe's leading online grocery delivery service. Using technology to deliver weekly shopping (17 000 SKUs) in less than three hours in 15 minute time slots, saving our customers time and giving them freedom and flexibility.

The world needs a better food system, one that is more sustainable, more inclusive and which brings healthier and more personalised food to all. Rohlik Group is leading this change. In every city we carefully select the best quality and freshest local produce to save our customers time; from butchers to bakery, and fresh produce directly from farmers via our unique Farm-to-Door program. We carry all the favourite brands, plus a range of affordable own-label products, so our customers don’t miss out on what they love.

Today we have 850,000+ customers in major European cities from Milan to Vienna and beyond. Last year we delivered more than 8 million orders.

**Department Overview**

We build our brand around our passionate belief that everyone should have access to better food and a higher quality of life. We acquire new customers by winning their trust through superior service, helping their families to run smoothly, and differentiating ourselves with a rich assortment of high-quality products.

**Role Overview**

In order to make customers fall in love with our awesome products and service, we need a great PR Manager and spokesperson, who determines where the biggest opportunities are and navigates the rest of the business towards them. As a spokesperson you will represent a company or brand in the public eye, delivering messages to consumers and audiences to promote, build, and maintain the brand’s position. In this public-facing role, the spokesperson is the face and voice of our organization. As a PR Manager, you should have in-depth experience and a passion for developing and delivering the company’s messages and endorsing its products or services. You will work closely with different teams to ensure consistent communication in line with the brand strategy. You should also provide forward-thinking ideas to build and maintain a strong company presence. Ultimately, you should be able to drive all public relations efforts to achieve our business objectives.

As spokesperson, you will balance communication and public affairs skills with marketing and branding activities, and you will be responsible for press conferences, television appearances, and op-eds to improve our organization’s positioning and reputation. In addition to making announcements and appearances to promote the organization, as a spokesperson you will play an important role in public relations and reducing the impact of negative publicity. You will be reporting directly to the local Marketing director and be in direct touch with our Czech parent company and its management as well as coordinating via the Group PR and communications team with your PR colleagues in other markets.

**What we expect from you** (please fill)

Media communication strategies

● Develop and implement the PR strategy

● Create a plan of key topics and timing - seasonal, corporate, product, HR etc.

● Build relationships between the media and Rohlik

● Execute agreed media themes in line with brand building  
● Collaborate with the rest of the business to create innovative PR plans and activities that drive growth, engagement, and retention

PR events

● Preparation of PR events for key activities

Crisis communication

● Create a crisis communication plan in conjunction with the Group PR and communications team

● Manage communication with media - company spokesperson

● Communicate across the company and connect departments during crisis situations with the Group PR and communications team

Cooperation

● Collaborate across departments and countries not only in marketing but mainly with commercial (products), operations (couriers, warehouse, innovation), IT (innovation) etc.

● Monitor competition and provide ideas to stand out

**What we look for:**

* A practical doer and thought-leader with intense hands-on experience in PR
* Experience in building relations with the media
* Experience with crisis communication
* Brand building through PR
* Knowledge of online environment recommended
* Someone who wants to enjoy working in an innovative, ever-changing environment
* Delivery focused and ability to work independently
* Someone who understands the time frame and fluidity of situations at a start-up, to be able to thrive on the energy and flow
* Strong communication (written and verbal) skills
* A strategic can-do mindset

**KPI’s typical for the position** (please fill)

* Media coverage of "wanted news" - qualitative assessment (headline, key message,...)
* Number of media outputs
* Minimizing the impact of crisis situations
* Increasing NPS

**What we offer**

* Your work will have a direct impact on the company's results
* We will implement your good ideas almost immediately – not waiting for the approval of the headquarters somewhere in the world
* You will not be bound by corporate processes
* Your work has to be innovative and meaningful, we do not want to follow trends, but set them
* Last but not least, we mainly offer a fair reward and the possibility of professional growth and education, also a great bunch of people around and a legendary company events

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