



GESTUZ

Head of PR & Marketing

Gestuz are looking for a skilled, passionate and driven PR & Marketing manager with international experience. You will be a key part of our dynamic team headquartered in Copenhagen, working directly with creative director Sanne Sehested on brand building and presence.

The successful candidate will be target driven, responsible for our international PR strategy and communication, overseeing and developing the brand's global marketing image across all channels. The primary duties of the role are to further high brand values, maximising visibility and awareness

Main duties and responsibilities:

- Work in tandem with creative director Sanne Sehested and the Gestuz team on brand building
- Develop and execute our overall PR, communication and marketing strategies, including social media as well as securing results hereof
- Collaborate closely with our Sales dept., PR agencies, including negotiations with these, to ensure external communications are in line with brand strategy and storytelling
- Deliver an integrated approach across all PR activity to ensure a consistent brand voice that brings together online and offline marketing
- Ensure continuous, suitable coverage in conveying the Gestuz story
- Accurately communicate the Gestuz values
- Create and cultivate lasting, close relationships with press and influencers
- Define, create and manage brand ambassadors and VIP relationships in line with the brand's marketing and commercial goals, including organising looks
- Ensure key collection pieces are favourably placed within the media
- Daily management of the PR team located at our Copenhagen showroom
- Budget planning for all PR and marketing activities
- Participate in management meetings and collection meetings
- Proactively contribute new ideas and concepts to craft the Gestuz universe and support the sales
- Continuously research industry movements and trends
- Oversee the development of our visual image alongside our graphic designer
- Organise and carry out innovative press days and events in all countries where we employ PR agencies
- Plan and co-ordinate shows and presentations
- Coordinate and take part in our campaign shoots
- Make sure that sales and PR are in line with joint activities
- Work with key retailers on local marketing initiatives
- Reach targets with partners based on mutually written agreed goals

The ideal candidate has:

- Solid experience in strategic fashion communication
- Excellent understanding of brand management
- Proven experience in online and social media activities
- Experience in successfully managing PR events and runway shows
- Good proven relationships within the fashion media
- Fluent in English, both written and verbal – Additional European languages is considered a plus
- Strong time management skills and comfortable working under pressure
- A high level of resourcefulness in terms of working independently
- Highly organised with great attention to detail even when multitasking
- Excellent negotiation, budget and project management skills
- A team player with great and confident interpersonal skills
- Ability to thrive in a fast-paced environment
- Strong market awareness

What we can offer:

- An exciting work environment with a passionate and highly motivated team

GESTUZ is a highly ambitious Copenhagen based upper contemporary women's wear brand founded by Sanne Sehested with focus on expanding globally always with a firm grip on the creative Danish heritage. Today the Gestuz collections can be found in the newly opened brand store in Copenhagen, at independent retailers and department stores in 16 countries as well as offering direct sale to consumers worldwide through own and partnered web shops.

Please send application and cv to Sanne Sehested, sn@gestuz.com.

We kindly ask you to send your application as soon as possible.

Preferably start date: as soon as possible.