

Who will you work for?

You will work for **our client Nike, Inc. and its Germany Communications Team**, based in Berlin. The NIKE, Inc. Communications team develops, establishes and strengthens authentic connections with diverse audiences through the lens of innovation and sport. The team creates premium and innovative stories around the brand, builds and enhances corporate reputation and brand equity, and engages audiences such as consumers, media, athletes, investors, non-governmental organizations and Nike's own employees. The team focuses on information, inspiration and connection to accelerate the growth of NIKE, Inc.

Who are we looking for?

We're looking for a **Senior Professional Communications, Media Relations, Germany (all genders)** that brings a wide mix of experience within Communications and a deep understanding of the German Media landscape. Operating in the fields of sports, a profound knowledge of the sports business fields Football and Running in Germany is as important as a great sense for its impact on sportswear, style and culture.

The right candidate has experience creating and driving communications strategy within the sportswear industry, is a highly collaborative team player that exhibits critical, creative and solution-oriented thinking and can manage multiple and competing priorities. A strong strategic instinct, with the ability to access and apply knowledge of consumer and media insights, trends, and intelligence related sports style and sneaker culture is imperative. A culturally curious and open to growth mindset is a must.

We are looking for a self-starter, with proven experience in identifying new opportunities / space and turning them into breakthrough communication engagement strategies and tactics. They display high level of agility, embracing change through finding solutions and pro-actively seeks to the right answers for any challenges to accomplish our goals.

The position is based in Berlin, Germany and is a Fixed Term contract, ideally starting Mid-February/March 2025 until May 2026.

Who are the stakeholders you will work with?

You will work with the Nike Communications Team Germany, reporting into the Communications Director, Germany and have close touchpoints to the EMEA Consumer, Product & Brand Communications (CPB) team - located in other countries and at the European Headquarters as well as with the EMEA Corporate Communications Director. Furthermore, you will be responsible for seeking strategic synergies within the wider Nike Germany/Central team that includes e.g. Marketing, Sports Marketing and Nike Direct Retail.

The position also requires relationship management of media outlets, platforms, influential people, content creators as well coordinating agency partners.

Scope of Work:

You will be responsible for developing and executing communications strategies and innovative storytelling tactics that builds Nike's image as the leader in sports, fueled by style

and cultural impact of sportswear and creates positive brand resonance with consumers and employees. You will:

- Craft and execute Germany specific mid-and long-term strategic communications plans, deliver end-to-end project management of narrative-led campaigns and stories that create impact and pushes the boundaries of communications
- Seek outside-world opportunities that takes the brand to new spaces and towards the edges of sports at the intersection of sport and style - in particular through German Football and Running
- Be an architect of a new media / medium network for Germany that serves and truly engages with the next generation of athletes
- Build and drive influence with the right partners internally and externally, confidently present plans and navigate through the internal matrix to position the Comms functions and its crucial importance and impact on the business
- Bring in your sophisticated media network to collaborate with the most influential opinion leaders with the German media and social media landscape
- Keep up to date with emerging trends in fashion, design, film, art, media and technology
- Manage and navigate through critical situations to protect the corporate and brand reputation
- Lead and execute key communication sports- and culture-led initiatives and moments within Germany

Qualifications:

- Extensive and long-standing experience in corporate communications or public relations roles supporting (global) sports / eminent organizations
- Bring in a strong media relations network and skillset to drive corporate and brand storytelling at senior editorial and publisher executive level, with a dedicated focus on the Germany social and traditional media and non-governmental influential landscape
- Deep knowledge about the current and evolving social media and sports platforms, tools and technologies and its effective use to resonate with Gen Z
- Profound understanding of the intersection of sport and fashion, streetwear and broader culture within Germany and beyond
- Professional experience and keen understanding of the sphere of influence of German Football (elite, women's, men's, grassroots), Running (elite and everyday runners; communities) and sneaker culture and its communities; cultural and business influence
- Successful experience in developing and executing strategic communications plans, that delivers narrative-led storytelling and consumer engagement with a variety of key audiences and stakeholders, both external and internal
- Excellent and effective communicator of ideas, concepts and plans, with the ability to influence across a complex matrix on a functional and local basis
- Strong end-to end project management skills, including strategic planning, creative ideation, execution, budgeting, and agency management
- Experience with software tools such as Keynote, Word, PowerPoint, Slack, ideally also familiar with data-insights driven tools as well as Workvivo
- Ability to Travel, 10-20%

We look forward to receiving **your application** by e-mail to jobs@olafzern.com.