

Junior PR Consultant Sports/Lifestyle (m/f/d) – Munich

superneo is a creative communication agency based in Berlin and Munich, Germany. We specialize in leading lifestyle brands through a rapidly evolving world. Our expertise lies in combining the skills of a lifestyle consultancy with the creativity and digital innovation of a communications agency. superneo offers services to brands in the sports (winter sports, cycling, running), outdoor, lifestyle, fashion and beauty industry, guiding these with a holistic approach to comms, entailing creative conceptualization and ideation, content creation, PR, social media, retail and channel marketing and brand development.

Our focus lies on creating courageous concepts and effective business strategies for a diverse range of lifestyle companies.

As a Junior PR Consultant at superneo, you will work closely with our experienced (senior) consultants and independently take on certain tasks in projects. You have the opportunity to enhance your knowledge and skills while working with a super team.

We are looking forward to a highly motivated new team member who is curious and eager to join us on a super journey in our Munich office, starting from October 1st.

Tasks

- Take on first projects and take full responsibility for them.
- Create press releases and newsletters.
- Manage projects effectively.
- Maintain distribution lists.
- Expand our network of press and influencer contacts.
- Maintain and expand youth culture media and creator lists.
- Conceptualize strategies and campaigns.
- Organize events.
- Conduct research and handle organizational tasks.
- Support the super team in daily operations.

Profile

- Interest in sports lifestyle brands, among others, especially in cycling and running culture.
- Interest in IG and TikTok trends and feed insights into press angles, pitches, and seeding plans.
- Identify Gen Z topics and communities and translate them into hooks, headlines, and formats.
- Understanding of subcultures
- Build and brief creator collaborations aligned with campaign and PR objectives.
- Monitor platform performance and report learnings to refine outreach.
- Relevant degree or qualification.
- Experience in the field of PR communication - network, contacts
- Ability to craft compelling press releases, media pitches, and statements.
- Analytical thinking skills as well as a quick grasp of things.
- High customer and service orientation.
- Teamplayer.
- Native German and very good English skills.
- Open and communicative personality.
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We offer

Super exciting tasks for super lifestyle brands, super development opportunities, a super workplace with super nice colleagues, a super work/life balance model and super flexibility with super equipment.

PS: We care less about grades and more about people. We're looking for rockstars who can show us, through a meaningful application, who they are and what they hope to gain from us. Live or digital.

Sounds like a match? Please send your application documents via email to jobs@superneo.de. We look forward to hearing from you!

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