

Job Title: PR Consultant (part-time: 8 - 16 hrs/week)

Division: Marketing

Location/Office: home-based

Reporting to: Marketing Director CE

Goodman is an integrated property group that owns, develops and manages industrial property and business space.



- + Own: Goodman buys property for the long-term, providing ongoing relationships with customers and investment opportunities for its funds
- + Develop: Goodman's tailor-made developments across Asia Pacific and Europe are designed to meet the individual needs of its customers
- + Manage: Goodman's in-house property services teams ensure the operational needs of its customers are met and its assets are maintained to an exceptional standard. This generates increased customer satisfaction, higher retention rates and, in turn, secures returns for investors.

Primary Objective of this position:

Goodman is currently seeking an experienced, native-English PR consultant to support its Continental European marketing team on a part-time basis. The role of the PR Consultant involves working with direct input from the commercial and marketing teams in the countries to create captivating written and visual materials that can be distributed across traditional and new media channels. An important part of the role is managing the production of content and coordinating the efficient flow of information internally and externally, between country teams, PR agencies and press.

Accountabilities and duties

- + Support the creation of consistent, high-quality external communication materials – including press releases, media pitches, presentations and infographics to ensure consistency of messages
- + Deal with all reactive and proactive media queries
- + Act as PR point of contact for the teams in the countries toward both PR agencies and press,
- + Support the Country Marketing Managers with the PR aspect of important customer events (development of key messages and content for presentations, coordination of press materials)
- + Consolidate PR monitoring across the region on a quarterly basis
- + Coach CE media spokespeople and staff media interviews

Skills, Knowledge and Experience:

- + Native English speaker
- + Degree in communications or journalism
- + Exceptional writing and editing skills
- + 5+ years' experience in a PR role (in-house or agency)
- + Hands-on mentality
- + Experience of online and offline PR
- + Must have experience in PR for B2B brands