

JENNIFER BEHR

Jennifer Behr is seeking a full time Press & Communications Coordinator in Brooklyn, NY.

Reporting to the Brand Manager, the Press & Communications Coordinator is responsible for supporting company PR initiatives, season market preparations, and in-house organization.

This role will work closely with the Brand Manager and Director of Wholesale. Candidate must have at least 1 year of prior experience in PR or showroom.

This is an in-person role. Candidate must be available to work at our studio location full-time. The individual in this role must be an organized, detail-oriented, communicative, easily adaptable team player.

CORE RESPONSIBILITIES

SHOWROOM ORGANIZATION

- Pull and organize samples for internal meetings and market appointments
- Assist with showroom organization, set up and selling during fashion and bridal markets
- Prepare showroom for meetings and market

SAMPLE TRAFFICKING

- Facilitate sample trafficking, brand returns and sample archiving for PR and Wholesale while maintaining a clean showroom space
- Manage and track all past and current samples for press, market, and wholesale
- Correspond with editors regarding incoming/outgoing samples for photoshoots

ASSET CREATION & MANAGEMENT

- Assist in organization of seasonal product/e-comm/model shoots by coordinating with talent/HMU and photography and organizing sample delivery on-set
- Manage, edit and organize photo assets

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- Support retail stores with relevant requested imagery and digital marketing assets
- Facilitate all image asset requests for press and market
- Maintain all digital archive assets
- Monitor all major US online outlets and relevant social media channels on a daily basis for any brand mention or Jennifer Behr product placement, as well as missed opportunities
- Clip, record and share all print, online and social published Jennifer Behr placements with the brand team
- Compile all press clippings and analyze sample trafficking analytics for monthly reporting

ADMINISTRATIVE

- Package and record seasonal gifting styles sent to influencers and editors
- Manage outbound for all brand gifting for influencers and marketing initiatives
- Assist in project-based brainstorming/research sessions and strategy outlining
 - to include help with pitches and press release verbiage as well as partnership conversations
- Maintain general file organization within our shared file sharing system
- Support seasonal VIP team in their needs for awards season
- Compile and send out press compilations for boutique and major wholesale customers
- Coordinate credit requests with editors as requested
- Send out pitches to editors

Skills & Requirements:

- Ability to work in a close-knit team environment and take initiative
- Extremely organized with proficiency in Microsoft Suite programs
- Interest and knowledge in Fashion Research, Securing Press Placements, Creative Writing
- Positive attitude and willingness to learn and try new things
- Excellent communication skills, both written and verbal
- Familiarity with Adobe Suite programs is a plus