



PR & Communication Specialist

Location: Impact Hub Universitate, Bucharest

Area: Marcom

Contract type: Full-Time | Hybrid (70% On site – 30% Remote)

Seniority: 7+ years of professional experience

POSITION SUMMARY

We are looking for an insightful, passionate and hands-on PR & Communication Specialist to join our creative, multidisciplinary Marcom team. Your role is to directly support the impact of our work and to communicate it clearly and excitingly to our community, media and relevant stakeholders.

IMPACT HUB BUCHAREST

[Impact Hub Bucharest](#) is an ecosystem that inspires and supports people to create social impact in the world through entrepreneurship. Our 12 years' experience in the local market incorporates co-working spaces and a series of acceleration and scaling programs dedicated to startups and entrepreneurs. We are part of [a global community of 320k+ impact makers](#) spread over more than 100 locations worldwide.

We're much more than that, but we don't want to brag – that will be your job ;)

Profile we are looking for:

- You are genuinely searching for a place where people value the impact of their work & the connections they build on the way;
- Curious and inquisitive, always looking for new opportunities and perspectives;
- Connected to the entrepreneurial & business ecosystem;
- Eager to stay ahead and informed about what's going on in the world, in business, in the media and in the entrepreneurial ecosystem;
- Creative in finding the right communication angles, spotting patterns, opportunities and identifying potential stories before they become copybaras;
- Open and curious about incorporating AI tools in your work (you already know that ChatGPT is not the name of a SciFi serial on Netflix);

- You take your work seriously, you are autonomous, organized and able to work efficiently in a team;
- *Come as you are* and *We grow together* are two of our mantras – we'd be super-happy to meet people who resonate with them as well!;
- At least 3 years of experience in PR agencies, PR & communication departments, or equivalents;
- Previous experience in journalism/ media is a plus.

Your responsibilities will span over 3 main directions:

Brand communication strategy:

- € Contribute to the organization's overall business and impact strategy, mindful of how stakeholders' mapping and brand communication can support our objectives;
- € Directly contribute to the communication strategy of the organization, on all projects & initiatives;
- € Design a coherent, impactful PR plan to raise awareness for our brand, bringing together all our business lines and their respective target audiences;
- € Identify and nurture strategic partnerships, barter opportunities and new alliances to keep our organization stay ahead of the game;
- € Spot new areas and topics where Impact Hub Bucharest's voice and interventions can have a positive impact in society and business.

PR implementation:

- You will get to use all types of tactics – from basic media relations to complex stakeholder engagement campaigns or projects. Some campaigns will be a one-PR specialist-show, for more complex ones you will brief and coordinate external suppliers such as PR agencies, TV, radio, media publications;
- You will get to plan, design and deliver PR strategies and activities designed for all Impact Hub stakeholders (from current community members to media outlets, from programs alumni to financing partners);
- You will plan, create, disseminate and coordinate the team and suppliers for creating the necessary PR & communication materials (press releases, content materials, radio spots, video campaigns, PR special projects, interviews etc);
- You will be responsible for putting our name out there, in the world, through writing award applications, negotiating speakers at relevant events, participating at valuable conferences within the ecosystem, spotting opportunities, representing the company & nurturing strategic partnerships etc.

Project management:

- You'll be in charge of your own planning and execution for PR content and responsible for delivering coverage and results complementing our efforts in other marcomm areas (content generation, digital marketing, SEO etc);
- Owning and nurturing the resources you need: platforms, database, intelligence, budgets, briefs and templates;
- You will be working with Impact Hub's Project Managers, Social Media Managers, Content Managers, Community Managers and other external collaborators; therefore, you need to be comfortable in a collaborative environment and proactive so that projects run smoothly and excitingly.

Reporting:

- You will be reporting directly to the Marketing Manager.

What we offer

- Working in the most inspiring space dedicated to entrepreneurs and diverse community of skilled professionals;
- Being part of something truly meaningful and bringing a positive impact in the community through the projects you are involved in;
- Being part of a community of impact entrepreneurs, a fast-growing local business and global network of change makers;
- A lot of responsibility and autonomy: we want you to leave your mark and raise your voice;
- Working with a diverse, highly skilled and fun team;
- Several formal and informal opportunities for training and development;
- Hybrid style of working (on site + remote), adapted to your needs;
- Attractive salary & other juicy company perks (Medical insurance, Xmas vacation supported by the company, Easy Fridays for the team etc).

To apply:

Applications will be accepted until the 29th of February. We will be conducting interviews as soon as we receive applications **so applying fast will matter**.

How to apply?

Send us a CV and a concise motivation letter at jobs@impacthub.ro with the subject "PR & Comms Specialist Application".