

Senior Manager, Global Integrated PR - Calvin Klein

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Company: PVH

Location: Manhattan

Category: other-general

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Senior Manager, Global Integrated PR - Calvin Klein

POSITION SUMMARY:

The **SrManager, Global Integrated PR** support the Global Integrated & Influence Senior Director in the creation, management & execution of all external communications strategies across Calvin Klein campaigns, brand experiences and business lines Globally. Key within this role is to manage the development of external communications programs that drive heat and cultural relevancy for the Calvin Klein lifestyle/brand, and drive consideration for key products across regions and categories (Apparel, Underwear, Accessories, Fragrance, Home), focused on fashion. The position will develop strategies that foster consumer connections and inspire new/existing audiences by growing and maintaining press relations, and telling compelling stories via organic campaign, product, celebrity dressing pitching, events, and paid editorials.

RESPONSIBILITIES:

Support for Sr. Director, Global Integrated PR & Influence and Communications/PR team in development of global communications strategies, programming and activations that drive demand and energy and cultural relevancy, aligned to brand goals and business objectives.

Key within this role is to manage the development of external communications plans that foster media connections, inspire new/existing audiences, build fashion credibility and keep Calvin deep in the cultural narrative of today

Builds/supports network of relevant media & industry relations and helps facilitate ongoing media opportunities.

Identifies, ideates & implements communications and storytelling opportunities across campaigns, product stories, store openings, events, and always on product, sample lending, paid editorial, and celebrity dressing/red carpet.

Collaborates with regional teams, categories and businesses to create the most effective communications plans within market and work through local optimization of global strategies across all key regions and key licensees (Fragrance, Watches & Jewelry, Eyewear, Home).

Partners with full Integrated PR & Influence team and other cross functional teams (Creative, Marketing, Corp/Trade Comms) – with a focus on coordinated owned/earned and paid GTM strategies, in partnership with owned Social Media/Advocacy and OMG – to amplify the brand’s key business priorities seasonally and ensure consistent & optimized delivery to all international markets.

Co-manages the organization of the communications calendar and reporting across all media/PR activity Globally.

Co-manages all reporting around press programs based on existing/new platforms & consumer insights in partnership with full team.

Manages PR budget in collaboration with Director

Creates inspiration internally and externally for the Integrated PR & Influence function.

Manages and mentors direct reports, energizing and leading the team

QUALIFICATIONS :

5-7 years of relevant experience in PR, with a focus on fashion PR. Celebrity, celebrity dressing pitching

(both red carpet and street style) required. Experience activating during Fashion Week, and store openings strongly preferred. Key relationships and proven track record within fashion/entertainment/lifestyle/culture industry a must.

Education: Bachelor's Degree Required

Skills:

Kind & collaborative - strong interpersonal skills & EQ

Ability to work productively in a fast-paced, creative, collaborative environment.

Deep knowledge and interest in media trends.

Proactive team player!

Be in the know – stay current on fashion, entertainment, lifestyle, culture, music trends.

Live the function – have a strong POV on media, digital platforms/commerce and latest trends.

Resourceful, creative and self-motivated with strong organizational skills and aptitude for immediately developing a highly organized approach to managing multiple projects

Must be motivated, flexible, poised, and adaptable in rapidly changing and fast-paced environment.

Developed editorial and design skills (writing pitches, editing, grammar, proofreading, laying out + designing presentations, etc.) along with a high-level of creativity.

A strong aesthetic sensibility and exposure to/understanding of fashion required.

Resourceful, highly motivated project manager.

The Sr Manager, Global Integrated Marketing will directly oversee two Sr Coordinators, Integrated PR. There is also an Assistant, Integrated PR on their team.

Support the management of marketing budgets under the Global Integrated PR umbrella

This role will support the Sr. Director, Global Integrated PR and Influence in the decisions related to day-to-day management and optimization of seasonal marketing strategies and execution; solving problems by providing creative solutions and driving continual efforts to maintain Calvin Klein Brand standards.

This role must be highly creative in the development of integrated PR/communications

strategies and its implementation across the multiple regions and licensed partners.

The environment is extremely fast-paced and deadline driven but maintains a supportive and team-oriented atmosphere. Travel as needed.

Pay Range:\$130,000 - \$145,000

PVH currently provides base salary ranges for all positions-on job advertisements-in the United States based on local requirements. These ranges are based on what PVH reasonably believes that it will pay an associate for their base salary for said position at the time of the posting.

Individual compensation will ultimately be determined based on a variety of relevant factors including but-not limited to qualifications, geographic location and other relevant skills. PVH is committed to providing a market-competitive total rewards package to eligible associates, which includes diverse and robust health and insurance benefits to meet the varied needs of our associates and an above-market 401(k) contribution to help our associates save for retirement. We also offer career growth opportunities, empowering our associates to design their future at PVH.

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