



PR & Activations Manager

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

To provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

<u>JOB TITLE:</u>	PR & Activations Manager
<u>REPORTS TO:</u>	Lead Director of PR & Special Projects
<u>TYPE:</u>	Regular F/T - Exempt
<u>LOCATION:</u>	Novato or New York – Ongoing Travel Required
<u>SALARY:</u>	\$90k-\$100k

Overview

The PR and Activations Manager will be responsible for driving public relations and brand activation efforts that align with BIRKENSTOCK's strategic objectives in the Americas. Supporting the Lead Director of PR and Special Projects, this role will elevate the brand through impactful events, activations and media relations, ensuring cohesive storytelling across all channels.

The ideal candidate will have a strong background in media relations, marketing, and event production, with experience managing cross-functional projects. This role requires excellent organizational skills, a proactive mindset, and the ability to execute both strategic initiatives and tactical details. Travel will be a regular component of this position.

The position presents an exciting opportunity to contribute to a globally recognized heritage brand, driving high-impact projects with a passionate and dynamic team. The ideal candidate thrives in a fast-paced, collaborative environment and is passionate about building brand visibility and consumer engagement.

Key Responsibilities:

Media & Storytelling:

Execute media outreach strategies to secure coverage in key publications, online platforms, and broadcast media. Craft compelling narratives to support seasonal campaigns, product launches, and special projects.

Brand Activations & Events:

Plan, coordinate, and execute brand activations, events, and PR initiatives that drive brand awareness and engagement and create authentic, memorable brand experiences. Collaborate with internal and external teams to manage logistics, budgets, and post-event analysis.

Project Management:

Work across multiple projects simultaneously, ensuring deadlines are met, budgets adhered to, and output quality meets BIRKENSTOCK's standards. Assist Lead Director in managing external agencies, vendors, and stakeholders to ensure seamless execution of PR and activation strategies. Track results and effectiveness of events and activations, delivering recap reports and insights for future optimization.

Qualifications & Skills:**Experience:**

- 3-5 years of experience in PR, communications, or marketing, ideally with an agency background.
- Proven experience managing brand activations and events ranging from public-facing retail activations to exclusive VIP receptions.

Skills:

- Strong verbal and written communication skills, with an ability to craft engaging stories and persuasive pitches.
- Excellent organizational and project management abilities, with experience handling multiple priorities and meeting tight deadlines.
- A deep understanding of media relations and event planning, with experience in cross-functional team collaboration.
- Passion for brands and an understanding of BIRKENSTOCK's broad consumer base, including segments like fashion, lifestyle, sports, healthcare, and more.
- Discerning tastemaker, with an innate understanding of what's relevant across fashion, hospitality, retail, culture, and lifestyle industries.

If interested, please send cover letter and resume to kramos@birkenstockusa.com . Subject line should list "PR & Activations Manager."

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.