



INTERNATIONAL PUBLIC RELATIONS

SPECIALIST

STRATEGY - MEDIA - PROFILING - SOCIAL MEDIA - INTERNATIONAL

YOUR CHALLENGE

We are looking for an experienced and entrepreneurial International Public Relations Specialist who makes sure that Dance4Life gains the right exposure to the right audiences. Or to put it in short; ‘making sure Dance4Life is out there at the right places with the right stories’.

In this challenging role with an international scope, you are dedicated to support Dance4Life's mission by profiling both Dance4Life and the issue we are working on towards the general public, (prospective) investors, partners, employees, and other stakeholders. The ultimate aim is to persuade them to maintain a certain view about the issue, our organization, its leadership and offer. You will connect to these target audiences using means such as press releases, social media, campaigns and events. To ensure overall alignment, you will work closely with the team, especially our leadership, communications specialists and business development team.

YOUR ROLE

- / Develop and implement Dance4Life's PR strategy to increase dance4life's share of voice in owned and earned media
- / Day-to-day (proactive and reactive) media relations activities, such as designing communication campaigns, drafting press releases, developing newsletters and other content for news, working with the press, arranging interviews for Dance4Life's spokespeople, writing speeches for and acting as Dance4Life's spokesperson, writing media statements and preparing for press conferences, media interviews and speeches/presentations.
- / Identify at which conferences and seminars Dance4Life should be present and with which message (in close collaboration with business development team).
- / Develop and maintain strong media contacts
- / Manage Dance4Life's international social media accounts and coordinate the social media specialist's work.
- / Support and guide franchisees and other partners in their PR efforts.
- / Manage company reputation
- / Manage internal communication and marketing activities like brand awareness



- / Close cooperation with our communications specialists in maintaining the communications plan and developing our content strategy



YOUR PROFILE

- / You have an understanding of the interests and concerns of each of Dance4Life's many publics
- / You know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity
- / You are a strategic thinker
- / You have an entrepreneurial attitude and love building relationships and networks
- / You have excellent verbal and written communication and influencing skills
- / You are interested in international affairs and able to deal with international communication and collaboration
- / You embrace the dance4life principles and values
- / You have a relevant academic degree or equivalent of professional experience
- / You have at least 3 years of experience in the field of public relations and journalism
- / You are fluent in English
- / A good network of media contacts is preferred

WHAT WE OFFER

- / The position is for a 32 to 40 hour work week
- / The gross monthly salary will be between € 3.200 - 3.800 for a 40 hour work week
- / An informal working space in the heart of Amsterdam
- / A valid working permit and/or European passport is required in order to be considered for the position.

ABOUT DANCE4LIFE

Dance4Life is an international social franchise based in Amsterdam. Dance4Life empowers young people to develop the personal leadership skills they need for healthy sexual choices and relationships, through an international network of partners that adopt the Dance4life Youth Empowerment Model.

More information: <http://www.dance4life.com>

INTERESTED?

Please submit your resume with a short motivation to Denise@dance4life.com **BEFORE JANUARY 4, 2018.**

Job interviews will be held mid-January.