



BLUE LION MOBILE



International Public Relations Manager (f/m) -part-time-

BLUE LION Mobile (www.bluelionmobile.com) is an innovative and fast-growing company in mobile web 2.0. The Bertelsmann Group is our investor and strategic partner.

We develop and distribute QEEP, a global mobile social network. QEEP offers a suite of features, including instant messaging, chat, photoblogging, and live games. With already over 4 million users worldwide and many new registrants daily, QEEP presents an opportunity for exciting work in the next wave of mobile interaction.

Located in Cologne, Germany, we offer a friendly work environment with opportunities for responsibility, creativity and growth.

Major Responsibilities

- Communicates QEEP's brand image as the global mobile community to the international media (Focus on UK & South Africa) and analyst communities through researching, writing and editing, press releases, online communications and other related documents.
- Develops and executes strategy and tactical PR plans.
- Handles international media inquiries, creates international exposure opportunities and works with public relations agencies.
- Develops and coordinates external international PR activities. Implements policies and programs to increase external awareness and knowledge of QEEP and its user benefits.
- Oversees the draft, approval and circulation of press releases, media alerts, pitch letters and media kits in support of these campaigns.
- Leverages relationships to secure analyst endorsement of QEEP in business press and telecomm publications stories, as well as placement in research reports about mobile internet case studies

Minimum Qualifications

- Experienced professional working on problems of complex scope
- 2-5 years of professional public relations experience at agency or client side
- Position ideally requires a detailed knowledge of the structure and editorial positions of the telecomm and general media (Focus on UK).
- Bachelor's or Master's Degree
- Strong written and verbal communications skills
- Experience in communication project planning, and implementation
- English on native speaker level

If you enjoy working as part of a dynamic team, please send your application.

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