



PR & Influencer Marketing Manager (m/w/d)

ABOUT US

Carly is a cartech company that connects drivers with the information hidden inside their cars. We provide simple solutions throughout the lifecycle of car ownership, delivering peace of mind and empowering you to save time and money. Join our passionate team in Munich to expand our global leadership in B2C cartech solutions!

Carly is the specialist for individual connected car solutions. Our features include diagnostics, customizations and DIY services. Among other things, our smart car apps enable, at the push of a button, in-depth diagnostics of vehicle electronics in manufacturer quality and a used car check to detect mileage fraud. Besides, our apps offer the opportunity to personalize your car and unlock hidden features. This creates an unprecedented level of transparency in the automotive world.

Our office is located in the heart of Munich in close proximity to some of the giants in the automotive industry and from where we want to change it.

WHAT IS OUR GOAL?

We want to be the daily companion for all car enthusiasts worldwide for whom their car is more than just a mode of transportation. We want to combine deep car technology with consumer and design focused on native applications to create the first international digital automotive brand.

Whether it's a problem with the vehicle, buying a used car, or just cool new features, we want everyone to get as much out of his or her vehicle as possible.



Your mission is to build strong relationships with key media outlets and social media influencers to promote the image and reputation of Carly's business and products.

RESPONSIBILITIES

- Identify key media outlets and social media influencers and reach out to them to establish relationships
- Pitch, handle inbound media queries and manage relationships between Carly and key media outlets with the help of external agencies
- Organize and execute press events and showcases for journalists and influencers nationally and internationally
- Develop storylines, messages, and written material for pitches, press releases and content that are tied to Carly's business and products.
- Maintain and enhance PR analytics, reporting process, as well as creating a playbook for successful PR and influencer operations at Carly.

REQUIREMENTS

- 2+ years of proven experience in public relations, journalism, communication or influencer marketing
- Outstanding interpersonal and people skills to build strong, meaningful, and lasting relationships with any audience.
- Strong and effective communication skills. Creative and experienced in storytelling. Able to communicate stories in a comprehensive, concise and engaging manner in oral and written form
- Sales and negotiation skills are very welcome
- Flexible team player that takes on new challenges in a fast-paced environment, and hands-on to get the job done
- Willingness to travel nationally and internationally
- Fluent in English

WHAT'S IN IT FOR YOU

- High impact and responsibility in a very successful and fast-growing company and brand
- A highly talented, dynamic, extremely motivated and international team
- Strong management team with proven track records in successful startups to learn from
- A high learning curve with all the possibilities for personal growth and professional development
- No walls, no limits, no bureaucracy just unlimited potential
- A competitive compensation

Sounds intriguing to you? Find out if you are the right person to take on this challenge!
Contact our CEO at job@mycarly.com