

Trixie – Freelance PR Specialist - Germany

*In this **dynamic freelance PR role**, you are the driving force behind Trixie's PR activities in the **German market**. You ensure our **brand gets the spotlight** it deserves in the main German mom media.*

Your responsibilities:

- **Press relations:** Actively pitch Trixie's story and product collections to relevant print and online media in Germany, ensuring consistent and compelling brand visibility.
- **Media outreach:** Build, strengthen, and maintain strong relationships with journalists in the parenting, lifestyle, and design sectors. Continuously track press opportunities and give clear recommendations.
- **Press releases & storytelling:** Translate and adapt press releases based on briefings and guidelines from HQ, ensuring they align with the tone of voice and cultural context of the German market.
- **Media coverage monitoring:** Monitor, collect, and report on media coverage to evaluate PR impact and identify new opportunities.

Your profile

- You have **proven experience** in **public relations**, preferably within the **baby/kids sector**, or in the lifestyle or design industries.
- You have an **established network of contacts** with **German journalists** in parenting, lifestyle, and retail media.
- You have excellent communication skills, with **native-level proficiency in German** and **fluency in English**.
- You are **independent** and able to **work autonomously**, you easily **identify PR opportunities**, and you take initiative to **achieve results**.
- You feel a strong affinity with the Trixie brand and share our **passion for children**.
- A **flexible freelance** role with **creative freedom**.
- A chance to work with a **fast-growing international brand**.
- The opportunity to build a **long-term partnership** with Trixie.

<https://www.trixie-baby.com/home>