



Repak

Repak represents over 3,500 Members across Ireland, operating under licence from the Department of Climate, Energy and Environment. We play a central role in the packaging chain in Ireland and ensure that packaging is collected and recycled in a smart and efficient manner. In doing so, we preserve valuable resources, reduce litter and microplastics and minimise the environmental impact of packaging.

Post overview

Applicants are invited to apply for the position of Senior PR & Events Executive to help further Repak's objectives, by delivering a comprehensive PR & Events brand strategy. As part of the role you will oversee the clear and consistent use of our brand and tone of voice identity, and evolving our brand identity as required.

This is a highly collaborative and varied role, working on B2B and B2C activations, supporting the delivery of events programmes, as well as supporting the development, coordination, and administration of Repak's PR activities.

The Role

- Develop and execute a comprehensive PR & events strategy that aligns with business and brand objectives
- Plan and manage a calendar of events, launches, conferences, stakeholder forums and consumer shows
- Work closely with PR agency to leverage PR opportunities and provide post campaign analysis
- Develop event activations plans including branded material, signage and interactive content to drive cut through and increased engagement
- Collaborate closely with the Digital Marketing Manager to ensure cohesive messaging across all online and offline channels
- Work with Digital Marketing Manager to repurpose PR content for digital channels (e.g. news articles, blogs on repak.ie, social media updates, B2B and B2C ezine updates)
- Collaborate cross-functionally with all Depts to ensure delivery of integrated plans and activities that support business and brand targets
- Manage and optimise PR & Events budget

Skills & Experience

- A qualification in Marketing or relevant discipline
- Minimum 3 years' experience in Marketing, ideally in an events and / or PR role
- Exceptional communication, presentation and storytelling skills
- Team player with ability to work collaboratively with a range of different colleagues and stakeholders

- Ability to manage multiple projects, meet deadlines and work in a fast paced environment.

Please submit your CV with covering note to careers@repak.ie. Closing date for submission of CVs is Friday, 29 August.