



BLUE LION MOBILE



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

BLUE LION mobile (www.bluelionmobile.com) is a growing mobile web 2.0 company backed by its strong partners Bertelsmann, XAnge (French Postbank Group). We develop and distribute QEEP, the global entertainment and gaming network for mobile phones. QEEP offers live multiplayer gaming, photoblogging, social networking, instant messaging and more as a J2ME application or Android Client for the mobile phone. QEEP and its features have already convinced more than **9 million users** from all over the world – and the community is growing larger every day.

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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