

PR Manager DACH

Please note: We have an ongoing recruitment process (no deadlines) meaning if this role is online it is still open. In case of a large volume of applications we might take the role down to allow our team sufficient time to review them thoroughly. In case we do not find a right match, we will repost the role again.

About komoot

Komoot is an app that lets you find, plan, and share adventures with its easy route planner. Driven by a love for nature and powered by the outdoor community's recommendations, komoot helps you explore more of the great outdoors – wherever and however you want. And we're good at it. Google and Apple have listed us as one of their Apps of the Year numerous times. Today, with over 40 million users and 300,000 five-star reviews, we're well on our way to becoming the most popular app for finding, planning, and sharing adventures worldwide.

Join our 100% remote team and start your adventure with komoot.

About the role

At komoot, we inspire millions of people to explore the outdoors and half of our users are located in the German-speaking markets – every fourth German is a registered user at komoot. With this incredible reach comes both opportunities and responsibilities: Ensuring our brand is perceived positively, amplifying our investments and successes, and effectively managing potential challenges. As PR Manager for the DACH region, you will play a pivotal role in shaping and executing a strategic, impactful PR approach aligned with komoot's positioning.

You'll join the Communication team, consisting of Jördis and Maja, and will support the business goals of the Local Marketing squad, closely collaborating with Eva, Anne, Isabel, and Betty.

Ready for your next adventure?

What you'll do

You'll take full ownership of our PR efforts, building and nurturing relationships with media across general interest, local, lifestyle, business, and sports & outdoor media outlets. Your mission will be to craft compelling narratives that resonate with diverse audiences, elevate our brand reputation, and collaborate with partners, agencies, and internal teams to create meaningful, authentic communications.

If you're a skilled communicator with a deep understanding of editorial trends, exceptional writing skills, and a passion for outdoor adventures, nature conservation, or safety in the wild, we'd love for you to join our team. This is your opportunity to ensure the komoot story is told authentically and powerfully across one of our most important regions.

- **Develop and execute PR strategy:** Drive a positive brand reputation across the DACH region by crafting and sharing compelling stories that resonate with diverse audiences.
- **Content creation and spokesperson support:** Take ownership of PR content, including preparing talking points, press materials, and providing support to komoot's spokespersons.
- **Amplify marketing initiatives:** Enhance the public visibility and impact of marketing campaigns through effective PR activities.
- **Lead external PR agency:** Manage and collaborate with our external PR agency to ensure alignment with our goals and high-quality execution of activities.
- **Media network development:** Build, maintain, and onboard a strong network of media contacts across DACH markets, ensuring regular engagement through mailings, press releases, fairs, and events.
- **Brand representation:** Act as a key representative of komoot, building relationships with media outlets across general interest, local, and niche sectors.
- **Trend and opportunity identification:** Stay ahead of editorial trends and identify opportunities for external communications, leveraging achievements and initiatives to highlight komoot's value publicly.
- **Press material management:** Draft and distribute press releases, advertorials, and other materials aligned with DACH market goals and company objectives.
- **Performance tracking:** Monitor, analyze, and report on the success of PR activities to optimize strategies and improve outcomes.
- **Crisis communications management:** Proactively manage crisis situations to strengthen komoot's public reputation.

Why you'll love it

- Your work will contribute to helping millions of people enjoy lovely outdoor experiences.
- We've been a remote-working company since 2017, meaning: We are remote by default, have frameworks and systems in place, and know how to do it well.
- You can work from wherever you want, be it a beach, the mountains, your house, or anywhere else that lies in any time zone between UTC-1 and UTC+3.
- We have your costs covered for your co-working space membership or your work-from-home office setup and the latest devices and equipment to do your best work.
- You'll become an essential part of our diverse and international team with colleagues based in 20+ countries across Europe.
- 38 paid days off (inclusive public holidays) – you are free to take those days whenever it suits you, including a well-deserved winter holiday break.
- We love seeing people grow. That's why each team member gets €2,000 and 3 additional days to spend on professional development each year. Classes, conferences, books – your choice!

You'll be successful in this role if you

- Have a minimum of 5 years of hands-on and self-driven experience in public relations, corporate communications, or related fields in the DACH region.
- Have a proven track record of executing successful PR campaigns that amplify marketing initiatives, of managing media relations, and of handling sensitive topics or crises.
- Are a native German speaker with excellent fluency in English (written and spoken) to effectively communicate with media, stakeholders, and internal teams.
- Demonstrate an ability to build, maintain, and engage a strong network of media contacts, spanning general interest, local, and niche outlets.
- Have a familiarity with the media landscape in the DACH market and an ability to host or support events to strengthen media relationships.
- Have strong editorial skills to draft high-quality press releases, talking points, advertorials, and other PR materials that align with the brand's tone of voice.
- Have strong skills in managing external PR agencies and collaborating with internal teams and external partners.
- Are able to represent the brand professionally in public appearances and media engagements.
- Have experience of or familiarity with outdoor topics, nature conservation, or safety issues, adding depth to storytelling and relevance in the field.
- Also: Being a komoot user/user of outdoor navigation apps would really help you thrive in this role.

Not sure if you meet all requirements above? Don't sweat it – if you think you're the right person anyway, we'd love to hear from you!

Curious about how we work?

- Core Communication time between 10 am - 3 pm (Berlin Time). We know people have different lifestyles, which is why we have flexible working hours with core time for synchronous interaction. You can organize your workday in the way that best suits you, your family, and your needs.
- We work on a project basis in cross functional teams to ensure that we collaborate on our goals, move forward smoothly with open lines of communication, and achieve results as a team.
- Every Monday morning, we have a whole-company presentation where you hear about projects across the business, inspire each other, and share great work.
- We connect in person at three whole-company gatherings each year in beautiful locations. You can check out this [playlist](#) to find out more about how we stay close while being remote.
- We use tools like Trello, Slack, Miro, Zoom, and Google Workspace on a daily basis to stay connected, collaborate easily, and manage projects.

Dive a little deeper and learn...

- More about how we work here: [How We Work](#)
- More about our recruitment process, salary and FAQs here: [FAQs](#)

We support diversity and inclusivity and welcome all prospective applicants. We have an ongoing recruitment process (no deadlines) – if this role is online, it means it's still open!