

Job opening: PR Media Manager at Studio Roosegaarde

Every day here at Studio Roosegaarde is different, dynamic, and overall: exciting. Do you thrive in a high-paced environment? Are you strategically strong in communications and stories and do you have an affinity with design, architecture, and culture? Studio Roosegaarde is looking for a full-time PR and Media Manager with experience in the creative industry.

Our new DreamScapes is a collection of groundbreaking projects showing the beauty of a sustainable society. A DreamScape is a dream turned into reality to improve the world. The first two DreamScapes are GROW and Urban Sun. GROW is an homage to the beauty of agriculture which has reached more than 665 million people. Urban Sun cleans public spaces of the coronavirus and reached more than 850 million people. DreamScapes is open for commissions by governments, entrepreneurs, and other partners to transform challenges into mesmerizing stories and inspiring solutions.

As PR & Media Manager at Studio Roosegaarde, you are responsible for the all-round management of Public Relations and external media and communication. You will be part of a small and highly dynamic team in a fast-paced environment and work side by side with Daan Roosegaarde and the other designers. You will work on a wide range of international projects, creating strategies that enhance our DreamScapes and the overall identity and storytelling of the studio.

We expect to be surprised through radical approaches in content and form, whilst being strategic in positioning Studio Roosegaarde internationally. Define and coordinate PR strategies, translate the artworks and designs into creative media content in collaboration with external partners, as well as maintain and expand our international press network.

What we are looking for:

- You have experience within the creative industry;
- You have knowledge and a strong affinity with design, art, architecture, current affairs, environment & new technology fields;
- You have a natural talent for communication and excellent communication skills (written and oral) in English and Dutch;
- You have a hands-on approach, are self-disciplined and confident;
- You are used to working in a fast-paced environment;
- You are curious, ambitious, and energetic.

Your main responsibilities include:

- Develop storytelling strategies of the new DreamScapes and maximize visibility;
- Liaise with (inter)national PR and media agencies;
- Coordinate overall communications strategy for the identity of Studio Roosegaarde;
- Coordinate interviews and press events;
- Liaise and cultivate relationships with media and influential professionals;
- Monitor media and external outlets to ensure consistent messaging.

What we offer:

- A wide range of high-end art, design, and architecture projects around the world;
- Lots of freedom in the approach and execution of your strategies and room for creative, unconventional ideas;
- Plenty of room for your own interests and thus the possibility to devise and realize your own dream projects;
- A close, energetic, highly talented team to collaborate with;
- A full-time contract with a monthly salary of 3000-4000 euros, competitive in the creative industry;
- Start as soon as possible.

Send an email with your motivation (max. 100 words), CV, and portfolio to Cezanne at work@studioroosegaarde.net

About Studio Roosegaarde

As the social design lab, Dutch artist and innovator Daan Roosegaarde and his team of designers and engineers connect people and technology in artworks that improve daily life in urban environments, spark imagination and fight the climate crisis. Clean air, clean water, clean energy, and clean space are our new values. Light is our language.

Studio Roosegaarde is located in a former glass factory in the harbor of Rotterdam NL, also known as the Dream Factory. Here new innovations are developed from concept into artistic installations. The Studio has vast experience in public space commissions in cities such as Rotterdam, Beijing, Paris, Eindhoven, and Stockholm.

Internationally acclaimed works include WATERLICHT (a virtual flood showing the power of water), SMOG FREE PROJECT (the world's first largest outdoor air purifier which turns smog into jewelry), SMART HIGHWAY (roads that charge throughout the day and glow at night), SPACE WASTE LAB (visualizing and up-cycling space waste), and now the world's first URBAN SUN which cleans public spaces of the coronavirus.

<https://studioroosegaarde.net/stories>