

Head of PR (10 Month FTC)

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Company: Depop

Location: London

Category: other-general

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Team: Marketing

Location: London

Company Description

Depop is the community-powered fashion marketplace to buy and sell circular fashion, with over 30 million registered users in more than 150 countries. Depop is a place for anyone to discover and celebrate their style on their own terms, and to feel good about their fashion choices by extending the lives of millions of garments.

The company was founded in 2011 and is headquartered in London with offices in Manchester and New York. Depop has approximately 400 employees dedicated to its mission of building the world's most diverse progressive home of fashion, that's kinder on the planet and kinder to people. In 2021, Depop became a wholly-owned subsidiary of Etsy - the global marketplace for unique and creative goods - and continues to operate as a standalone company.

Depop is an equal opportunity employer. Our mission is to build the world's most diverse progressive home of fashion. To do this, we encourage people from underrepresented communities to apply. We celebrate diversity and are committed to creating an inclusive environment for all employees. We're continuing to build recruitment processes that are fair and welcome requests for reasonable adjustments required throughout your interview experience with us. Depop supports visa sponsorship, sponsorship opportunities may be

limited to certain roles and skillsets.

Life is about creating. That's why we're home to over 30 million artists, stylists, designers, sneakerheads — and you? We're the community-powered, circular-minded marketplace changing the world of online fashion. Now it's time to get inspired at Depop.

Responsibilities

Job description

Depop is looking for a Head of PR (for a 10 month FTC, starting in May) to lead the strategic implementation of our communications agenda across our key territories, working closely with Global Brand, Local Marketing, Influencers and Partnerships teams to solidify Depop's reputation amongst consumer media, the fashion industry and our growing, global community. You'll play a key role within the global marketing team, working closely with key senior stakeholders, and make a significant contribution to the growth and direction of Depop in its leading territories. With two direct reports, this role requires strong leadership skills and the ability to foster a collaborative team.

Responsibilities:

Work closely with the team and Director of Brand, Marketing and Communications to set the PR strategy across all global territories

Partner with PR leads across consumer and corporate to execute global strategy via campaigns, owned and cross-functional PR activities

Manage the UK market and PR agency, executing comprehensive PR strategy aligned with business goals

Identify and lead the strategic implementation of new opportunities for Depop that increase the brand's SOV amongst key consumer media, influencers and our community

Act as counsel for cross-functional partners on communications considerations and best practices that will affect matters of reputation

Lead the tracking and measurement of press office and campaigns, collecting and actioning on insights to increase efficiency

Manage the PR budget across markets, ensuring appropriate allocation of resources

Qualifications

Extensive experience working in PR, ideally at a tech company, social marketplace or e-commerce business growing at scale

Experience working across influencer and brand marketing

Well-versed on the US & UK media landscape

Thoughtful, creative approach to storytelling via consumer communications

Strong organisational, project management and analytical skills

Comfort in working in a fast-paced environment, adapting quickly and flexibly to change

Experience in-house and at an agency a plus

Exceptional written and oral communication skills, with an understanding of both customer and media communication

Strong leadership and people management, with experience building strong performing teams

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