



About StickerYou

StickerYou is a leading global vertical brand for custom cut products such as stickers, labels, decals, temporary tattoos, and more. Our proprietary e-commerce platform infuses proprietary automation technology and digital printing to make the best custom products in any size, shape, and quantity. Hundreds of thousands of businesses and consumers use StickerYou to improve their packaging, marketing, and signage solutions, or to enhance their personal expression needs.

We believe in the enormous power of customization. We are a smart, creative, and passionate group dedicated to growing the most talented and engaging people in Toronto, Canada. We are a global company utilizing software and advanced digital manufacturing. We proudly make custom products locally. We make **what matters** stick!

Your role: PR/Media Lead (3-month contract)

During times of change, the world of e-commerce continues to grow in importance. The next frontier of e-commerce growth is customized goods. In this newly created position, the PR/Media Lead will report to the VP of Sales & Marketing at StickerYou and will play a pivotal role in expanding exposure and demand for StickerYou's suite of products. This person will work with our existing marketing team to make sure we're creating and sharing inspired and relevant content about how our products satisfy customers' needs across a wide variety of media and target audiences. Some key priorities will be to develop targeted marketing and PR programs that drive awareness and interest in StickerYou's range of products and engage influencers (editors, writers, bloggers) and consumer audiences by crafting engaging, actionable content. (85% U.S focus.).

Being a quick learner of SY products and their relevance to various media audiences is important along with an innate ability to build and grow relationships and gain publicity with online publishers, editors, writers, and anyone that can help publish our content. Understanding of content marketing in the digital marketing funnel, and the ability to generate interest in the media that translates into sales by positioning us as thought leaders and inspires customers to see our products' impact on business and consumers.

Your Key Responsibilities

- Develop and execute proactive integrated PR and media outreach strategies to optimize StickerYou's brand awareness
- Build out appropriate project plan and metrics to measure progress

- Create engaging and relevant content (press releases, media pitches, sponsored content pieces, etc.) for US-based media networks
- Liaise with media and facilitate interviews, statements, etc
- Leverage external relationships and insights on the day-to-day media environment to identify issues, trends, and current events to seize opportunities for increased coverage/exposure.
- Support all StickerYou external communications and manage all reactive PR with external audiences like reporters, journalists, etc
- Provide training and guidance to marketing team members on public relations implementation best practices and strategies.
- Coordinate efforts with the digital team for implementation on content/campaigns and our social media properties, as applicable.

Who We're Looking For

The individual we're looking for will be strong at creating and achieving coverage for a brand's stories, articles, infographics, videos, and content pieces. We're looking for a terrific relationship builder that is experienced with media and publicity wins. A person who is confident in leading a brand's voice while loving the craft and salesmanship of uniquely positioning a story to audiences and gatekeepers is required. Graphic design and video experience are pluses. A positive and passionate approach to business and people is mandatory is a must.

Key Attributes:

- Self-motivated
- Resilient
- Persuasive
- Analytical
- Creative

Your Experience

- 5+ years of strong PR/Media experience in consumer goods
- A proven track record in developing and executing public relations strategies and campaigns that align with the strategic marketing plan, social activity, corporate thought leadership, business strategy, and brand vision
- A strong relationship builder that is experienced in nurturing long-term partnerships with key US-based media and publicity networks.
- In-depth understanding of content marketing in the digital marketing funnel
- Proven ability to generate interest in the media through thought leadership, cultural relevance, and inspiration about our products' impact on business and consumers
- An innate talent for creating and achieving coverage for a brand's stories, articles, infographics, videos, and content pieces
- Fundamental understanding of the US media landscape (traditional, social)
- Post-secondary diploma/degree in Online Communications, Public Relations, Journalism or Marketing (or equivalent work experience)
- Strong project management and time management skills
- Great people and relationship building skills; team player; confident dealing with all levels (C-suite, Editors, journalists, etc)

- Working knowledge of SEO and digital marketing best practices.