

## **Fittest PR**

### **Role: PR & Strategy Consultant**

Fittest PR is a full-service PR and brand strategy agency, we help brands, businesses, athletes, and competitions in the CrossFit and Functional Fitness world garner mainstream media attention and curate their voice. We are first and foremost advocates of the sport and the culture that it represents, and we are passionate about helping companies and individuals in this space professionalise their communications and grow their businesses and profiles.

A Fittest PR Consultant will be responsible for the full range of press relations activity including curating press kits, reaching out to media, co-ordinating coverage opportunities and documenting and reporting for clients. Our consultants also sit within a full-service operation that extends into influencer marketing, social media management and consultative strategy and content creation. We look for people who are eager to take on a challenge and are obsessed with delivering outstanding client service that goes above and beyond the ordinary.

We operate in a high speed, highly creative industry that rewards bold, daring thinking whilst requiring structured and professional execution. An existing knowledge of the fitness and training world will be hugely beneficial, as will an existing network of media contacts and experience managing professional PR for brands.

### **Requirements:**

- 1-3 years' experience in PR or a relevant degree and some industry experience.
- A degree in PR, Marketing, Communications, or another relevant subject
- London Based
- Existing interest in CrossFit and functional fitness.

If you don't fit the mould exactly but think you can offer something different which makes you the perfect fit don't hesitate to get in touch.

Please submit a 1-2-page CV to [\*\*keith@fittestpr.com\*\*](mailto:keith@fittestpr.com)

We look forward to hearing from you!

