



Public Relations Specialist /PART TIME/

We are **Roo Brands** - a Bulgarian company founded in 2012 that produces organic raw bars and cookies. Our products have reached 48 countries on 4 continents. Currently Roo'bar is the market leader in the organic raw food bar category in Europe.

In our own state-of-the-art factory we set the highest quality standards in producing the bars as delicious and authentic as they were in the beginning. Our team with close to 100 people invest their heart in Roo'bar everyday, because it is easy to unlock your inner superhero when you know your mission is good.

Main responsibilities:

- Writing press releases, speeches, articles for publication and interviews;
- Maintaining our organization's corporate image and identity;
- Drafting speeches and arranging interviews for our founders;
- Actively seeking and researching new channels and platforms (in each of our top markets) where our brands can be presented.

Desired Skills and Experience:

- 3+ years of experience in Public Relations;
- Proficiency in English (German language is a bonus);
- Bachelor's/Master's degree in PR, Journalism, Communications or relevant;
- Open and friendly person with good organizational skills;
- Ability to clearly explain the organization's position;
- Ability to write well-organized and clear press releases and speeches.

Superheroes deserve:

- Working for a socially responsible company;
- Working in a dynamic and positive team;
- Opportunity to work on an international scale;
- Career growth opportunities;
- Competitive remuneration package.

Are you ready to unlock your inner superhero? If so, send your CV to hr@roobar.com!