



Welcome to Bugatti

The Brand Bugatti stands for exclusiveness, luxury, elegance, outstanding design and enormous passion. Unique visions, the strong tradition of legendary sports cars as well as the technical precision in development, construction and production – they form this brand since its founding in 1909, by Ettore Bugatti.

Become a part of this tradition. We invite you as:

BG-K Public Relations Specialist (m/f/d)

Your tasks

- Handle external inquiries, prepare and forward information
- Plan, develop and implement written and visual content for press releases
- Independently plan and implement PR campaigns and content production in the form of photos and films
- Support the development and continuous updating of the Bugatti Q&A
- Support the development of content concepts for effective communication to the media
- Align, adapt, and implement the communication strategy and plans towards the media in activities, productions, and content
- Plan, develop and implement new PR communication channels
- Assist in the publication preparation, support, and follow-up of events involving Bugatti's top management and other senior executives during media interviews, public appearances, or internal productions
- Answer all journalist inquiries on the basis of own research and within the framework of the agreed communication strategy
- Prepare, coordinate, implement, support, and follow up on communications activities (workshops, press conferences, visits, trips, and events for journalists, etc.)
- Assist journalists during exhibitions, events and appointments
- Establish, maintain and intensify contacts with relevant journalists of all media types
- Brief and coordinate external and internal services
- Carry out task-related individual assignments according to the knowledge and experience of the job holder
- Advise other units and business partners upon request and in coordination with the relevant units
- Assist in the planning and maintenance of the annual budget
- Assist relevant risk management

Your qualifications

- Completed degree (Bachelor or Master) in Communication or any other studies related with a focus on Marketing and Communication
- Very good English and French knowledge
- Experience in automotive sector or marketing desirable
- Very good communication skills
- Team player and ability to work independently
- Experienced MS Office User

Please join us and apply – stating the position above – to recruiting@bugatti.com.

Vive la marque!