

Joboffer dated from 09/19/2025

(Senior) PR Specialist (m/f/d)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	60528 Frankfurt am Main
Country:	Germany

Company data

Company:	Nintendo of Europe SE
Street address:	Goldsteinstraße 235
Zip Code / Place:	60528 Frankfurt am Main



Contact Person

Name:	Katharina Znoj
Position:	Recruiter
Street address:	Goldsteinstraße 235
Zip Code / Place:	60528 Frankfurt am Main

Job description

Level up!

Nintendo Co., Ltd., headquartered in Kyoto, Japan, has been providing a wide range of entertainment products and experiences since its founding in 1889, beginning with the manufacture and sale of Hanafuda playing cards. Since the 1983 release of the Family Computer (Famicom) system in Japan, and continuing through Nintendo Switch 2, Nintendo's focus has been the development, manufacturing, and sale of its gaming systems and software.□

At Nintendo, we bring together employees with a wide range of characteristics and work together towards a common goal – to put smiles on the faces of people all over the world.□

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Tasks

- Reporting to the Product PR Team Lead, the (Senior) PR Specialist takes a lead role in developing PR strategy for products and hardware
- Leading in the development, implementation & evaluation of product PR strategy and events, in line with European strategy
- Management of individual product campaigns as delegated by PR Manager
- Leading the development of key product PR messaging, Q&A documents and statements in relation to individual product campaigns
- Driving NOE PR's development & distribution of asset and code roll-out plans for assigned titles, and coordinating these globally and locally
- Facilitate best-practice and knowledge sharing within the NOE PR team
- Preparation of PR assets including European press releases, fact sheets, and supporting documents

Requirements

- Deep knowledge of PR & communications and/or journalism
- Deep knowledge of Nintendo products and corporate strategy, as well as general gaming industry and media landscape
- Deep knowledge of online communication
- Media handling, consumer viral communication
- Issues communication

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Please bear in mind that it might be a Senior position depending on your professional experience.

Are you interested? We look forward to receiving your application in English, including your earliest possible starting date and salary expectation.

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