

Press Advisor - Denmark

Help shape the stories that strengthen If's position in the Danish media. We are looking for an experienced media relations professional to drive proactive and reactive press work in Denmark and connect Danish perspectives with our wider Nordic communication.

About the role

As Press Advisor, Denmark, you will work closely with the Head of Press to strengthen If's position and reputation in the Danish media. You will play an active role in both proactive and reactive media relations, identify compelling stories and develop clear key messages. If's main strategic topics are climate preventive health, climate adaptation and traffic safety.

You will build strong relationships with journalists and other relevant stakeholders, advise and prepare spokespeople, and contribute to crisis communications. You will also collaborate closely with press and communications colleagues across the Nordics.

Main responsibilities:

- Drive proactive and reactive media relations in Denmark
- Identify compelling stories and develop clear key messages
- Build and maintain strong relationships with journalists and other relevant stakeholders
- Prepare, advise and coach spokespeople for media interviews and other external communication
- Draft press releases, Q&As, speaking notes and other media materials
- Monitor the media agenda and advise the business on opportunities and reputational risks
- Contribute to crisis communications and collaborate closely with Nordic press and communications colleagues

We offer

While we set high expectations for you as an employee, we also expect you to set high expectations for us as your employer. Here are some of the benefits of working at If:

- An inclusive work environment where everyone is welcome
- Career and development opportunities in the largest insurance company in the Nordics
- Social activities and a highly skilled professional environment
- The possibility of hybrid working
- A health-promoting workplace with fitness programmes and various sports activities
- Attractive insurance benefits and pension arrangements

About the team

The role is part of If's Nordic Media Relations team and reports to the Head of Nordic Media Relations. You will work especially closely with the Head of Press in Denmark and with colleagues across Denmark, Finland, Norway and Sweden, sharing ideas and expertise while ensuring strong local relevance in the Danish market.

Who are you?

You are a media relations professional with strong news judgement and documented results from proactive media work. You understand how newsrooms operate, can turn complex topics into relevant stories and clear messages, and are comfortable advising senior leaders and subject-matter experts. You have a strong drive, take initiative, work independently and contribute actively to a collaborative Nordic team.

You have:

- 3-5 years of relevant experience from journalism, corporate communications or a PR agency
- Excellent written and spoken Danish and English
- Strong experience in media relations, storytelling and message development
- Experience in preparing or coaching spokespeople is a preference, but not a requirement
- The ability to manage proactive opportunities, reactive enquiries and sensitive media issues
- A collaborative approach and the ability to work effectively across teams and Nordic markets

Additional facts and the recruitment process

Application deadline: Screening and interviews are conducted on an ongoing basis. Deadline for applying is November 26.

Application: Please submit your CV via our website. You do not need to attach a cover letter, but feel free to include a few lines in your CV explaining why you are interested in the position.

Location: Ballerup

Start date: February 1

If you have any questions about the position, you are welcome to contact Peter Hagen, Head of Nordic Media Relations: peter.hagen@if.no

At If, we aim to create a workplace with equal opportunities for all. We encourage everyone to apply regardless of gender, age, background or disability. We also recommend that you do not include a photo in your CV.

Applicant information may, within the framework of the law, be reviewed using publicly available sources. Candidates progressing in the recruitment process will be asked to provide references and present a criminal record certificate. Depending on the scope of the role, a credit check may also be conducted for final candidates as part of the hiring process.

We look forward to your application!

If Skadeforsikring	Ansøgningsfrist	Kontaktperson
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