



PURPLE

LONDON · NEW YORK · LOS ANGELES

Associate Account Director – Beauty

Purple is actively seeking a driven, enthusiastic and entrepreneurial Beauty & Digital Associate Director to join its thriving beauty division.

Based in Soho, London, Purple represents a number of fantastic beauty brands; including, Laura Mercier, ReVive, James Read, Suqqu, RMK, RMS, Lola James Harper, Rahua, When Masks, Lano, Fresh, Tata Harper, KXU & Charlotte Mensah.

KEY RESPONSIBILITIES:

COMMUNICATIONS & STRATEGY

- Creatively & strategically plan and implement PR campaigns, partnerships and events in the UK & Europe
- Develop key messages to executive leaders for press interviews and external events
- Proactively pitch development ideas to achieve maximum editorial placement
- Manage the team's creation of press materials that are both visually appealing and informative
- Oversee digital strategy across online press and social media for the beauty department

CLIENT & TEAM MANAGEMENT

- Day-to-day lead on senior level communication with all clients, building rapport and credibility based on trust and expert counsel
- Ensure client satisfaction with the agencies services and staff, and quickly and effectively resolve client problems or concerns
- Showcase excellent team skills, working alongside junior and senior members of the agency
- Manage, coach and motivate junior members of the team to ensure day to day operations run smoothly and PR results are delivered; while supporting them in their growth to the next level
- Liaise with the US teams on mutual clients when necessary
- Liaise with team members cross-divisionally to ensure that creative and strategic activity for brands are fully developed and unique to those suggested by competitive agencies
- Be efficient, organised and have excellent time management skills. Be adherent to deadlines
- Oversee the creation and completion of client reports and presentations; including strict attention to campaign evaluation and metrics

DIGITAL SUPPORT

- Support and lead the growth and development of all Beauty clients' digital campaigns and projects
- Manage day-to-day communication with Purple's Digital Team to ensure that the beauty division is informed of all technology, social channels and influencer updates within the industry, as well as having a clear understanding of metrics and reporting

- Be responsible for development and execution of integrated programs with expertise regarding digital/social strategies within a united plan
- Embrace a strong understanding of the beauty industry's position across all social platforms, developing competitor case study analysis, and remain up to date on leading social influencers, particularly within Instagram, Snapchat, Twitter and YouTube, as well as other emerging platforms
- Have a clear understanding of paid, owned and earned media strategies, and develop relationships with top influencers to support this activity

INFLUENCER ENGAGEMENT, NETWORKING & NEW BUSINESS

- Have strong connections with top editorial beauty talents in the UK and Europe; focusing on hair stylists, makeup artists, dermatologists, perfumers, skincare experts and their respective agencies
- Participate and contribute to agency new business efforts ; both creating proposals and participating in relevant pitches
- Establish strong industry contacts with high-level beauty press, both online and in print as well as key influencers
- Bring dynamic, creative insight into the agency through personal contacts network and interests, resulting in new business leads and the expansion of the agency's influencer network

TREND & COMPETITOR ANALYSIS

- Have a strong understanding and insightful knowledge of industry trends and competitive brand activity within the beauty, fashion and lifestyle arenas
- Timely reporting of emerging trends, relevant industry news and competitor activity to clients to further emphasize Purple's lead position within the beauty industry and amongst new technologies and VIP relationships

Location: London, W1

Hours: 37.5 hours per week

To Apply:

Please send your CV and a supporting cover note explaining why you are suitable and interested in this opportunity to careers@purplepr.com. Applicants must be eligible to live and work in the UK.