



PURPLE

LONDON NEW YORK LOS ANGELES

The leading Lifestyle communications agency, Purple are global specialists with a combined expertise and range of services that is a unique within the market.

Creative, culturally connected and driven, we align business ambition and cultural energy for commercial success.

We are independent in philosophy, attitude and operation. Offering both a boutique and in-house approach, individually tailored to the client's business objectives.

We work with leading international brands and next generation of ground breaking talent across fashion, beauty, music, lifestyle and property.

We are Global. We service our clients internationally from offices in London, New York and LA, working collaboratively as one team to represent your brand globally

Junior/Account Executive

Key requirements

- Strategic, creative thinker with excellent oral and written communication skills
- Experience of working on big-name brands within the lifestyle and travel sector
- Self-motivated, flexible and ambitious
- Educated to a degree level, preferably in Journalism, PR or Communications
- Previous experience working within the travel / lifestyle sector within the UK Market (European contacts an advantage)
- Business awareness in advising start-up and corporate companies
- Extensive knowledge of current affairs and lifestyle trends
- Excellent organisational and time management skills with an aptitude for multi-tasking
- Excellent teamwork, analytical and problem-solving skills
- Proficiency in Microsoft Excel, Powerpoint and Adobe Photoshop

Responsibilities

- Day to day client contact and manage client updates
- Support your line managers with PR campaigns for diverse clients from conception to completion
- Brainstorm creative ideas and generate publicity strategies to enhance PR campaigns, going beyond the role of the press office
- Generate media placement in appropriate titles
- Maintain regular day-to-day contact and close relationships with key press
- Organize and support launch events for media and influencers
- Be a brand champion for your clients and build strong relationships with them

- Analyse coverage across online, offline and blogs, and leverage added value from all PR activity

Your normal place of work will be the Company's offices at 27-29 Glasshouse Street, London, W1B 5DF, but the Company reserves the right to relocate you, on reasonable notice, to any location in Central London or elsewhere in the UK as the Company may from time to time require.

Package

Salary – £20,000+ based on experience

Holidays – 25 days plus bank holidays

Pension – Auto-enrolled from Start date