

PURPLE

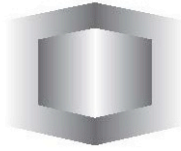
LONDON - NEW YORK - LOS ANGELES

Account Manager

Purple is an internationally renowned Public Relations Agency providing services to both leading global brands and the next generation of ground breaking talent within the fashion, music, beauty, lifestyle and luxury goods industries. The growing Fashion team is looking for an Account Manager to join them to support on womenswear and accessory clients for UK and European regions, fluent in both English and French.

Responsibilities:

- Provide strategic and tactical support to the Account Directors
- Assist with the management of a Junior PR Assistant
- Day to day client contact and manage client expectations
- Generate feature placement in appropriate titles
- Maintain regular day to day contact with key press
- Ensure production of quality work, on brief, on time and on budget
- Assist senior team members in managing PR campaigns for diverse clients from conception to completion
- Working with our in-house events team to manage launch events for media and influencers
- Ability to develop credentials and proposals with support from your Account Director
- Able to lead and manage fashion shows, events and press days
- Able to demonstrate a sound understanding of the media developments and spot opportunities for Purple and your clients
- Presentation skills and assisting with pitch documents
- Line managing junior staff to ensure they meet targets
- Be brand champion, an expert on fashion knowledge and build key relationships
- Delivering coverage across online, offline and blogs, and leverage added value from all PR activity
- Promote Purple and its brands, campaigns, activities and events to the media, general public and external audiences globally
- Own all media relations and to continue to develop and maintain relationships with key journalists
- Monitor Purple brand placement/exposure, ensuring all communication and activity are on-brand
- Work closely with the social media team and brief on all events and launch initiatives
- Monitor coverage and manage monthly PR reports
- Work closely with the other business channels within Purple to ensure campaigns are thoroughly planned and executed in good time .
- Work with the Account Director to compile a seasonal calendar of PR activity.



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- Discreet, professional and well spoken, with excellent communication skills. Presentatable and stylish.
- Extremely well-organised, methodical and efficient, with a good dose of common sense and initiative.
- Pro-active and able to show initiative/ideas to constantly promote the Purple offering.
- Creative and strategic thinker.
- Strong established UK fashion press contacts.
- International press contacts are also desirable particularly in France.
- Strong presentation & superb writing skills.
- Able to identify communication opportunities across multiple media platforms.
- Strong MS Word skills; working knowledge of PowerPoint and Excel.

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.