

PURPLE

LONDON - NEW YORK - LOS ANGELES

Junior Account Manager

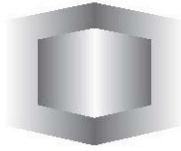
Purple is an internationally renowned Public Relations Agency providing services to both leading global brands and the next generation of ground-breaking talent within the fashion, music, beauty, lifestyle and luxury goods industries. The growing Property team is looking for a Junior Account Manager to join them to support on clients including Television Centre, The Collective, One Crown Place and a number of high profile openings yet to be announced.

Responsibilities:

- Provide strategic and tactical support to the Account Director
- Day to day client contact and manage client expectation
- Generate feature placement in appropriate titles
- Maintain regular day to day contact with key press
- Manage PR campaigns for diverse property clients from conception to completion
- Working with our in house events team to manage launch events for media and influencers
- Proposal writing and presentation skills
- Be brand champion, an expert on property 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
- 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
- Work closely with the other business channels within Purple to ensure campaigns are thoroughly planned and executed in good time

Essential Skills & Requirements:

- Proven experience operating in a senior position within the property industry
- A strong interest in design/architecture and an understanding of the wider cultural landscape
- Proven commercial experience with working in a fast-paced environment
- Discreet, professional and well spoken, with excellent communication skills
- 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
- International press contacts are also desirable



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- Strong presentation & superb writing skills
- Able to identify communication opportunities across multiple media platforms

Location: London, W1

Hours: 37.5 hours per week

To Apply:

Please apply online with your CV and a supporting cover note explaining why you are suitable and interested in this opportunity.