

PURPLE

LONDON - NEW YORK - LOS ANGELES

Senior Account Manager

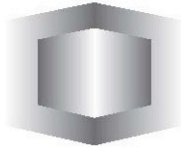
Purple is an internationally renowned Public Relations Agency providing services to both leading global brands and the next generation of ground breaking talent within the fashion, music, beauty, lifestyle and luxury goods industries. The growing travel and restaurant team is looking for a Senior Account Manager to join them to support on clients including EDITION Hotels, Nobu Hotel Shoreditch, Nobu Ryokan Malibu, Street XO, Artesian at The Langham and several new clients yet to be announced.

Responsibilities:

- Provide strategic and tactical support to the Account Directors
- Day to day client contact and manage client expectations
- Generate feature placement in appropriate titles
- Maintain regular day to day contact with key press
- Manage PR campaigns for diverse restaurant 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
- Line managing junior staff to ensure they meet targets
- Be brand champion, an expert on restaurant/hotel knowledge and build key relationships
- Delivering coverage across online, offline and blogs, and leverage added value from all PR activity
- Lead in the promotion of all brands, exclusive collections and products to ensure that each department and the designers are being closely monitored
- 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
- 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

Essential Skills & Requirements:

- Proven experience operating in a senior position within the travel and food industry
- Proven commercial experience with working in a fast-paced environment
- Management experience is highly desirable



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- Proven track record of creating a positive impact on business through implementation of a PR strategy
- 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
- strong established UK food and travel press contacts (including food critics and broader food/travel and lifestyle media)
- International press contacts are also desirable
- Strong experience of event management
- 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.