



## Account Executive – Beauty

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

### Responsibilities

- Day to day client contact and manage client updates
- Support of 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
- Organise 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
- Manage press assistant

### Key requirements

- 1-2 years PR experience
- Good knowledge of press and influencers – contacts within industry preferable
- Strategic, creative thinker with excellent oral and written communication skills
- Experience of working on big-name brands within the beauty sector
- Self-motivated, flexible and ambitious
- Educated to a degree level, preferably in Journalism, PR or Communications
- Excellent organisational and time management skills with an aptitude for multi-tasking
- Excellent teamwork, analytical and problem-solving skills
- Proficiency in Microsoft Excel, Powerpoint, Canva and Adobe Photoshop

Purple PR address: 27-29 Glasshouse Street, London W1B 5DF

Please apply with your CV to [mona.ghafoori@purplepr.com](mailto:mona.ghafoori@purplepr.com)