

PURPLE

LONDON NEW YORK LOS ANGELES

Company Background:

Purple are the leading global Lifestyle communications agency, combining our expertise with a range of services that are unique within the market. Creative, connected and driven, we align business ambition and cultural energy for commercial success. We are independent in philosophy, attitude and operation. We represent brands globally whilst providing business strategies individually tailored to each client. We are seeking an Account Director to join our London team.

Essential Duties:

- Provide strategic and tactical support to the Fashion Director
- Oversee and deliver client programmes on time to agreed profit objectives and target
- Generate feature placement in appropriate titles
- Manage PR campaigns for diverse restaurant clients from conception to completion
- Monitor and report monthly budget status with client, Director and Finance
- Working with our in-house events team to manage launch events for media and influencers
- Line managing team 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
- Able to demonstrate new business opportunities and actively promote Purple

Criteria

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

- 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 fashion press contacts
- 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.