

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 Events and VIP assistant to join our London team.

Essential Duties:

- Co-ordinate logistics for VIP dressing.
- Hold show room appointments with stylists and VIPs.
- Support VIP services manager on daily VIP related activity.
- Support Events Manager on daily events related activity.
- Establish and maintain relationships with stylists, publicists and influencers.
- Manage daily sample requests and co-ordinate returns.
- Co-ordinate weekly/monthly division reports and event wrap reports using PowerPoint.
- Provide weekly event calendars with event listings and VIPS in town using industry subscription sites.
- Manage the distribution of VIP dressing alerts and follow up for credits.
- Actively look and track seeding results.
- Invitation management, send outs and follow up.
- Maintain company database.
- Taking notes in meetings and distributing to relevant team members.
- Provide client status reports.
- Prepare collateral for the event – guest lists on I-pads, media alerts for photographers, shot list and faces sheets for photographers.
- VIP liaison during events.
- Managing VIP transport and accommodation where relevant.

Criteria

- VIP/Celebrity, fashion or relevant PR experience preferred.
- Experience in sample trafficking and management.
- Experience in using Fashion GPS software, Celebrity Intelligence and Fashion Monitor.
- Proficient in Excel, Power Point and Word.
- Enthusiastic and motivated.
- Ability to work efficiently in a high pressured and fast paced environment.

- Ability to multi-task.
- Highly organised.
- Strong written and verbal communication skills.
- An understanding of film/tv, fashion and influencer talent and ability to contribute strategically to event guest lists.
- Experience in mail mergers.
- Work well as part of a team.
- Willingness to work out of hours as required.
- Excellent social media awareness with an understanding of online communities.

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.