

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 a Social Media Manager to join our London team.

Essential Duties:

- Day-to-day supervision and execution of client campaigns including (and not limited to) social media community management, social media promotions, partnerships, blogger and influencer outreach initiatives, and analytics reporting.
- Support account leads and help develop and manage initiatives in the digital space, including: strategy, planning & implementation of press launches, collaborations and events.
- Monitor and benchmark social media activities of other competing brands.
- Identify and track emerging trends, initiatives, and vendors in the digital space and develop relevant client applications.
- Develop social media strategies and calendars to be deployed across brand-owned social media communities.
- Analyze outcomes and create reports summarizing results.
- Established, industry contacts with digital influencers and bloggers across the beauty, lifestyle and fashion sectors.
- Possess excellent team skills, working alongside junior and senior members of the team.
- Assist in driving, organizing and executing digital PR programs in the UK & Global projects.
- Efficient, organized with excellent time management skills and adherence to deadlines
- Experience managing and compiling client reports and presentations – PowerPoint and Photoshop experience preferred.
- Understands both niche and corporate brands.

Criteria

- 2-3 years of digital and social media marketing experience with established agency or similar role for in-house marketing department.
- Must possess superior understanding of existing social media landscape including new and innovative tools, platforms, vendors, and technologies.
- Direct experience working with social media campaigns, promotions management and reporting.

- Social community management experience; including, content calendar creation, content development, copywriting, response paths, and social crisis management.
- Familiarity with Google Analytics and conversation monitoring tools (Sysomos, Radian6, Brandwatch, Fohr Card, etc.).
- Exceptional problem-resolution skills, including the ability to think creatively and prioritize multiple assignments in a dynamic and fast-paced environment.
- Exceptional verbal and written communication skills.
- Team player who thrives on collaboration. Has ability and desire to interact with people at all levels.

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.