

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. Purple is looking for an ambitious and enthusiastic Account Director to join its lifestyle team in the London office. The ideal candidate will have a proven track record in successful food, drink, restaurant and bar launches, global PR and marketing campaigns, brand collaborations, staff management, and overall brand strategy.

Essential Duties:

- Strategize, execute, and manage global media relations campaigns across lifestyle, travel, food and business media.
- Manage, influence and guide junior team members, and provide support and guidance on the below:
- Daily management of the F&B PR team.
- Focus on developing written skills with more junior team members.
- Day-to-day point person for high level client contacts ranging from founders, to CEOs and Managing Directors.
- Develop media outreach strategy and timeline for launches with relationship to overall project timeline
- Build on existing media relationships while creating new contacts (long-lead and short-lead, mainstream media, trade and blogs), working to secure positive coverage for Purple clients in the media.
- Collaborate with division heads and project teams as necessary to seamlessly integrate cultural programming into project strategy and schedule and ensure successful execution of press and social media campaigns, special events, retail collaborations, and/or other deliverables
- Maintain active involvement in and relationship with the fashion/travel/art/design/architecture communities

Criteria

- 6-8 years of PR & marketing experience
- Superior high level media contacts and broadcast, print and online media
- Established relationships with influencers within Purple's areas of focus, including fashion, travel, beauty, lifestyle, music, art and culture
- Exceptional problem-resolution skills, including the ability to think creatively and prioritize multiple assignments in a dynamic and fast-paced environment
- Ability to be a team player in an environment that requires and rewards collaboration

- BA/BS Required

- Experience in large scale budget management essential.
- A sharp eye for detail is essential.
- Ability to work on own initiative.
- Ability to work efficiently in a high pressured and fast paced environment.
- Experience in managing and leading a team.
- Ability to think creatively.
- Exceptional written and verbal communication skills.
- Ability to be flexible with working hours.
- Proficient in Excel, Power Point and Word.
- 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.