

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 Executive to join our lifestyle team in London, working across; travel, food, restaurant, art, design and property.

Essential Duties:

- Day to day client contact and manage client updates
- Manage client administrative tasks such as reporting, scanning coverage, meeting minutes and updating databases
- Support your line managers with PR campaigns for diverse clients from conception to completion
- Brainstorm and generate creative ideas to enhance PR campaigns, going beyond the role of the press office
- Generate media placement in appropriate titles
- Maintain regular day to day contact with key press
- Support on launch events for media and influencers
- Be a brand champion for your clients and build strong relationships with them
- Delivering coverage across online, offline and blogs, and leverage added value from all PR activity

Criteria

- 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.
- Experience of working on big-name brands within the lifestyle sector
- Strong written and verbal communication skills.
- 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.

