

PURPLE

LONDON NEW YORK LOS ANGELES

Account Executive (Beauty)

The leading Lifestyle communications agency, Purple are global specialists with a combined expertise and range of services that is a unique within the market.

Creative, culturally connected a driven, we align business ambition and cultural energy for commercial success.

We are independent in philosophy, attitude and operation. Offering both a boutique and in-house approach, individually tailored to the client's business objectives.

We work with leading international brands and next generation of ground breaking talent across fashion, beauty, music, lifestyle and property.

We are Global. We service our clients internationally from offices in London, New York and LA, working collaboratively as one team to represent your brand globally

Responsibilities

- Day to day client contact and manage client updates
- Facilitate the smooth running of the day to day function of each account team, providing support as requested and required.
- Support your line managers with PR campaigns for diverse clients from conception to completion
- Brainstorm creative ideas and generate publicity strategies to enhance PR campaigns, going beyond the role of the press office
- Generate media placement in appropriate titles
- Maintain regular day-to-day contact and close relationships with key press
- Organize and support launch events for media and influencers
- Be a brand champion for your clients and build strong relationships with them
- Analyze coverage across online, offline and blogs, and leverage added value from all PR activity
- Conduct research on both brands, products and industry to support the development of client plans and new business proposals

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Key requirements

- Strategic, creative thinker with excellent oral and written communication skills
- Experience of working on big-name brands within the lifestyle sector
- Self-motivated, flexible and ambitious
- Previous experience working within the beauty / lifestyle sector within the Canadian market
- Business awareness in advising start-up and corporate companies
- Extensive knowledge of current affairs and lifestyle trends
- Excellent organisational and time management skills with an aptitude for multi-tasking
- Excellent teamwork, analytical and problem-solving skills
- Proficiency in Microsoft Excel, PowerPoint and Adobe Photoshop

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.