

PURPLE

LONDON NEW YORK LOS ANGELES

Account Director - 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:

- Provide strategic and tactical support to the Head of Beauty.
- Oversee and deliver client programmes on time to agreed profit objectives and target
- Generate feature placement in appropriate titles
- Manage PR campaigns for diverse restaurant clients from conception to completion
- Monitor and report monthly budget status with client, Director and Finance
- Working with our in-house events team to manage launch events for media and influencers
- Line managing team to ensure they meet targets
- Be brand champion, an expert on restaurant/hotel knowledge and build key relationships
- Delivering coverage across online, offline and blogs, and leverage added value from all PR activity
- Lead in the promotion of all brands, exclusive collections and products to ensure that each department and the designers are being closely monitored
- Promote Purple and its brands, campaigns, activities and events to the media, general public and external audiences globally
- Own all media relations and to continue to develop and maintain relationships with key journalists
- Monitor Purple brand placement/exposure, ensuring all communication and activity are on-brand
- Work closely with the social media team and brief on all events and launch initiatives
- Work closely with the other business channels within Purple to ensure campaigns are thoroughly planned and executed in good time
- Able to demonstrate new business opportunities and actively promote Purple

Essential Skills & Requirements:

- Proven experience operating in a senior position within the industry
- Proven commercial experience with working in a fast-paced environment

PURPLE

LONDON NEW YORK LOS ANGELES

- Management experience is highly desirable
- Proven track record of creating a positive impact on business through implementation of a PR strategy
- Discreet, professional and well spoken, with excellent communication skills
- Extremely well-organised, methodical and efficient, with a good dose of common sense and initiative
- Pro-active and able to show initiative/ideas to constantly promote the Purple offering
- Creative and strategic thinker
- strong established fashion press contacts
- International press contacts are also desirable
- Strong experience of event management
- Strong presentation & superb writing skills
- Able to identify communication opportunities across multiple media platforms
- Strong MS Word skills; working knowledge of PowerPoint and Excel

To apply please email your CV and covering letter to careers@purplepr.com