

MR PORTER

PR MANAGER

MR PORTER – a dedicated men's wear site from the NET-A-PORTER group is the first global shopping destination of its kind. MR PORTER will launch for the Spring/Summer 2011 season in January 2011 and will offer an edited product selection of the best in men's style, from global designer labels to niche specialist brands alongside original editorial and style advice. MR PORTER will be powered, curated, edited and served by an independent world class team who will benefit from the global infrastructure of the NET-A-PORTER group, a site with ten years of online luxury retail experience delivering to over 170 countries worldwide.

We are looking for a talented PR Manager to take responsibility for increasing brand awareness, increasing customer numbers and driving sales across the NET-A-PORTER Group. In this role you will promote MRPORTER.COM in their campaigns, activities and events to the media, general public and external audiences and to develop and maintain relationships with key journalists and media within the UK market.

"Net-a-porter has revolutionised the way we buy designer clothes." *Vogue UK*

Responsibilities

- 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 MR PORTER in the media
- Delegate to and supervise local PR & Marketing Agencies
- Draft statements and respond to media inquiries on behalf of MR PORTER as well as the relevant company spokespeople
- Draft, edit and disseminate press releases and other relevant PR materials on a seasonal basis
- Secure day to day product placement in all key UK Media to drive sales
- Drive all market specific key fashion news stories in line with the UK team
- To act as an ambassador amongst all key target UK Media at appropriate levels
- Establish reporting mechanism to inform Sales and Marketing Management of all activities and coverage
- Monitor and report competitor activity and relevant industry trends, events and opportunities to appropriate teams.
- To develop strong relationships with all relevant UK brand PRs
- Manage and execute PR events with external agencies and UK team where appropriate
- Work with the US PR Manager, VP Sales & Marketing and agencies to devise PR strategy for UK markets (e.g. target cities/publications/customer segments)
- Work to proactively build on the favourable reputation of MR PORTER with target audiences, aligning all communications with corporate brand positioning
- Suggest ideas/initiatives to drive customer growth and brand awareness in UK markets
- To develop sales/customer recruitment program with relevant counterparts in US

Additional

- Plan and manage an annual budget and help allocate resources specific to the UK
 - Engage in department and agency initiatives as needed
 - Possess deep understanding of all internal communications strategies, tools and systems to ensure alignment with overall brand messaging. Able to drive both internal and external communications when needed
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Experience and Skills

- Graduate (or equivalent) with proven experience as a PR Manager in a luxury fashion environment
- Creative thinking and ideas generation – a key skill for this role
- Demonstrate solid understanding of the luxury fashion industry
- Proven commercial experience of working in a fast paced environment
- Proven track record of creating positive impact on business through PR and communications strategy
- Good judgement and decision making skills
- Confidence in suggesting calculated risks
- 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 MR PORTER offering

Minimum Qualifications:

- Proven managerial experience within the luxury fashion industry, focused on external communications and expertise in media relations
- Mix of corporate and in-house experience preferred
- Creative and strategic thinker
- Proven ability to manage and develop staff
- Strong presentation & superb writing skills
- Able to identify communication opportunities
- Strong MS Word skills; working knowledge of PowerPoint

Location

This role is based in our Head Office in London, W12.

To Apply

Please send us an updated CV and a cover letter explaining why you feel you are suited to MR PORTER and this role. These should be emailed to careers@net-a-porter.com

NO RECRUITMENT AGENCIES PLEASE