

MR PORTER

PR ASSOCIATE

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. MR PORTER 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.

As such, we are seeking a talented PR Associate to join the team prior to launch. This role will be critical through the launch of this new business for the NET-A-PORTER group, reporting into the Head of Public Relations. The role will promote MR PORTER in the campaigns, activities and events to the media, general public and external audiences; and develop and maintain relationships with key journalists and media within the US and Australian markets

Responsibilities

- To work alongside the Head of Public Relations to ensure a successful launch for MR PORTER in the US and Australia
- To build and implement all internal infrastructure for post and pre launch
- Provide strategic and tactical support to the Head of Public Relations in the daily management of the in-house PR team for all brand and product related activities prior to and post launch
- Lead the team in the promotion of all brands and products carried and to ensure that each department and the designers within are being closely monitored
- Promote MR PORTER and its brands, campaigns, activities and events to the media, general public and external audiences in the US and Australia
- Own all media relations and to continue to develop and maintain relationships with key journalists and the media in the US and Australia
- Monitor MR PORTER brand placement/exposure, ensuring all communication and activity are on-brand
- Identify key products, new designers and exclusive items at the start of each season and to then develop and implement the best way to communicate this information to the US and Australian audience
- Ensure that MR PORTER as a brand and the designers stocked are represented correctly and consistently across all target media
- Develop and sustain relationships with key Senior Fashion Editors within the industry on a regular basis
- Proactively follow sales and sell through reports each week post launch on all brands and identify weak areas with Retail and Merchandising
- Ensure that all members of the PR team are up to speed on sales activity and that all vital information is communicated to the team at all times

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- Monitor all daily/weekly/monthly PR activity and provide targets for the team to work against and to provide a comparison on previous week/month/year
- Monitor all daily/weekly/monthly coverage by brand and report performance

Experience and Skills

- Graduate (or equivalent) with over 2 years PR experience in the luxury menswear fashion environment
- Strong writing skills with the ability to produce compelling copy to tight deadlines
- Excellent communication skills - candidate must be confident and articulate
- Strong presentation skills
- Must be a key ambassador for MR PORTER and the NET-A-PORTER group as a whole
- Demonstrate understanding of the luxury menswear 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
- Discreet, professional and well spoken
- 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
- Creative and strategic thinker
- Able to identify communication opportunities
- Strong MS Word skills; working knowledge of PowerPoint

Location: Long Island City, NY 11101

Please note, this position will be moving to New York City in summer 2011 and you will be required to work from there.

To Apply

Please send us an updated CV/Resume (including examples of relevant previous work) and a cover letter explaining why you feel you are suited to NET-A-PORTER and this role. These should be emailed to jobs@net-a-porter.com

EOE M/F/D/V. Qualified females and minorities are encouraged to apply.

NO RECRUITMENT AGENCIES PLEASE