



PR DIRECTOR - theOutnet.com

NET-A-PORTER is an established global Internet retailer of cutting-edge luxury fashion labels relied upon for its exceptional quality of service and eye for the next big thing. theOutnet.com is NET-A-PORTER's sister brand and the most fashionable fashion outlet store online. With an expanding domestic and global market, and revenues increasing month on month, critical strategic change is on the agenda, in order for us to achieve the objective of dominating our sector as a truly successful force in online retail.

As such, we are seeking a talented PR Director to take responsibility for increasing brand awareness, increasing customer numbers and driving sales for theOutnet.com in the US. Reporting to the VP Sales & Marketing, you will lead theOutnet.com in their campaigns, activities and events to the media, public and external audiences. Additionally, develop and maintain relationships with key journalists and media within the US market.

".. a dot com with a finely tuned agenda, to bring you the most talked about labels of the moment,"
I.D. magazine

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 theOutnet.com in the media.
- Delegate to and supervise local PR & Marketing Agencies
- Draft statements and respond to media inquiries on behalf of theOutnet.com 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 US 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 US 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 US brand PR's.
- Manage and execute PR events with external agencies and UK team where appropriate



- Work with the UK PR Manager, VP Sales & Marketing and agencies to devise PR strategy for US markets (e.g. target cities/publications/customer segments).
- Proactively build on the favourable reputation of theOutnet.com with target audiences, aligning all communications with corporate brand positioning.
- Suggest ideas/initiatives to drive customer growth and brand awareness in US markets.
- To develop sales/customer recruitment program with relevant counterparts in UK.
- Plan and manage an annual budget and help allocate resources specific to the US
- 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
- Work with UK Sales and Marketing management team to streamline the PR infrastructure in the US

Essential Skills & Requirements

- Graduate degree (or equivalent)
- Minimum of 5 yrs managerial experience within the luxury fashion industry, focused on external communications and expertise in media relations
- Mix of corporate and in-house experience preferred
- Self-starter, creative and strategic
- 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
- 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 theOutnet.com offering.
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Location: This role is currently based in Long Island City, NY 11101

Please note, this position will be moving to Manhattan 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