

# MR PORTER

## PR MANAGER US and Australia

**MR PORTER is the world's first global destination for men's style from the NET-A-PORTER GROUP. The site launched in February 2011 and has since established itself as the world's most stylish destination for men, offering an edited selection of the best in men's style, from global designer labels to niche specialist brands alongside original editorial and style advice. MR PORTER is powered, curated, edited and served by an independent world-class team, who benefit from the global infrastructure of the NET-A-PORTER GROUP.**

As such, we are seeking a talented PR Manager to take responsibility for increasing brand awareness, increasing customer numbers and driving sales in the US and Australia for MR PORTER. Reporting to the Head of Public Relations, you will promote MR PORTER in their campaigns, activities and events to the media, public and external audiences. Additionally, you will develop and maintain relationships with key journalists and media within the US and Australian market.

This role is pivotal in terms of providing strategic and localized support to the business. The position will sit within the Sales and Marketing team, liaising closely with marketing, retail and creative departments.

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### Responsibilities

- Provide strategic and tactical support to the Head of PR
- Work with the Head of PR to devise a robust PR strategy for US and Australian markets (e.g. target cities/publications/customer segments).
- Build on existing media relationships while creating new contacts (long-lead and short-lead, mainstream media, trade and blogs as well as brands stocked), working to secure positive coverage for MR PORTER in the media.
- Delegate to and supervise the US PR team
- 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
- Proactively build on the favourable reputation of MR PORTER with target audiences, aligning all communications with corporate brand positioning.
- Drive all market specific key fashion news stories in line with the international team
- Secure day to day product placement in all key US and Australian media to drive sales
- Manage and execute seasonal PR events for MR PORTER
- Plan and manage an annual budget and help allocate resources specific to the US
- To act as an ambassador amongst all key target US and Australian media at appropriate levels
- Monitor and report competitor activity and relevant industry trends, events and opportunities to appropriate teams.

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- Suggest ideas/initiatives to drive customer growth and brand awareness in US and Australian markets. and to develop sales/customer recruitment program with relevant counterparts in UK.

## Essential Skills & Requirements

- Minimum of 5 yrs managerial experience within the luxury fashion industry, focused on external communications and expertise in media relations
- Graduate degree (or equivalent) with proven experience as a PR Manager in a luxury fashion environment
- Mix of corporate and in-house experience preferred
- Creative and strategic thinker with proven ability to manage and develop staff
- Strong presentation & superb writing skills
- Self-starter – this role is based away from Head office and as such will require the use of initiative at all times
- 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
- Discreet, professional and well spoken, with excellent communication skills, extremely well organised, methodical and efficient, with a good dose of common sense and initiative
- Strong MS Word skills; working knowledge of PowerPoint

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**Hours:** 37.5 hours

**Location:** This role is currently based in Long Island City, NY 11101

Please note, this position will be moving to Manhattan, NY towards the end of 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](mailto:jobs@net-a-porter.com)

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

**NO RECRUITMENT AGENCIES PLEASE**