

**PR MANAGER - US**

**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. With an expanding domestic and global market, and revenues increasing month on month, we are now looking to add new revenue streams to the Group. This presents a fantastic opportunity to capitalise on our infrastructure and leverage our expertise to drive the business forward across multiple channels.**

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 across the NET-A-PORTER Group. Reporting to the Senior PR and Marketing Manager you will promote NET-A-PORTER.COM and theOutnet.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 US market.

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**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 NET-A-PORTER and theOutnet.com in the media.
- Delegate to and supervise local PR & Marketing Agencies
- Draft statements and respond to media inquiries on behalf of NET-A-PORTER and 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).
- Work to proactively build on the favourable reputation of NET-A-PORTER and 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.

**Additional**

- 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

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### **Experience and Skills**

- Graduate (or equivalent) with proven experience as a PR Manager in a luxury fashion environment
- Self-starter – this role is based away from Head office and as such will require the use of initiative at all times
- 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 NET-A-PORTER and theOutnet.com offering.

### **Minimum Qualifications:**

- 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
- 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

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**Hours:** 37.5 per week

**Location:** This role is based in our New York City office

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### **To Apply**

Please email us an updated resume and a cover letter explaining why you feel you are suited to the role to [usjobs@net-a-porter.com](mailto:usjobs@net-a-porter.com)