

Brand Assistant – London, UK

POSITION: Brand Assistant

LOCATION: London, UK.

JOB TYPE: Full Time / Permanent

The Lede Company is a global full-service strategy, communications and social impact consulting firm, specializing in corporate, entertainment, brand and non-profit sectors. We are seeking a PR Brand Assistant to join the Consumer/Lifestyle Brand team in our London office, overseeing a comprehensive client list. The ideal candidate thrives in a fast-paced environment, stays organized, and positive under pressure. Candidate must have excellent organizational skills and be able to adapt to multiple assignments and deadlines as well as a frequently changing environment.

ROLES & RESPONSIBILITIES

- Facilitate and support in the smooth day-to-day running of agency, providing enthusiastic, reliable and accurate support to The Lede team when requested and required.
- Management of showroom and all client samples/product – efficiently facilitating all press sample requests, dressing opportunities and gifting initiatives
- Promptly handle all image requests - ensuring to share imagery and information in the requested and desired format.
- Promptly and professionally respond to all press/client/team correspondence.
- Assist in creating professional and client-ready presentations or excel spreadsheets
- Assist in drafting press releases, pitches, and other supporting media materials as necessary.
- Conduct business research
- Support client projects from the brainstorm/ideation phase to plan development, execution and reporting
- Support onsite at events, coordination of logistics all stages of programming, coordination of retail promotions
- Contribute to monthly, project or event reporting and recaps across all clients
- Other administrative and marketing duties as needed

QUALIFICATIONS

- Bachelor's degree, preferably in Communications, English, Public Relations or Marketing (not essential)
- Exceptional interpersonal, networking, verbal, and written communications skills are a must
- Strong proficiency in Microsoft Office and Google Drive
- Strong attention to detail
- Deep understanding of pop-culture
- Ability to handle multiple projects simultaneously in a high-pressure, fast-paced environment
- Proficiency in social media platforms and digital marketing
- Takes initiative and is resourceful

HOW TO APPLY

Interested applicants should send cover letter & resume to careers@ledecompany.com – please reference *Brand Assistant London* in the subject line.

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THE LEDE COMPANY