

FINCHAM

Senior Account Manager (Maternity Cover)

About Fincham

As Fincham Communications enters an exciting chapter with new client launches and projects, we are looking for exceptional team members to join our growing agency.

This is a unique opportunity to work within one of London's most dynamic fashion, lifestyle, and luxury communications agencies; a fast-paced, creative environment where ideas, relationships and culture drive everything we do.

We are looking for ambitious self-starters who thrive in collaborative environments, love the energy of events and brand building, and are excited by the opportunity to grow within an entrepreneurial agency. Fincham is a place for individuals who are proactive, culturally aware, and eager to take ownership of projects while developing their careers alongside an experienced and passionate team.

Founded in 2022, Fincham Communications represents a curated roster of fashion and lifestyle brands including Mother Denim, Tilly Sveaas and Wiggy Kit. At Fincham we value creativity, energy, strong relationships, and a collaborative spirit. We are passionate about building impactful brands, creating meaningful cultural conversations, and nurturing talent within our team.

Role Overview

The Senior Account Manager plays a key role in the day-to-day management of client accounts, overseeing campaign execution, media relations and client communications. This role requires a proactive and highly organised individual with strong media contacts, creative PR thinking and excellent relationship management skills. The Account Manager will work closely with senior leadership while mentoring junior team members and ensuring client objectives are consistently achieved. This is a fixed-term maternity cover position, expected to last approximately 12 months.

Key Responsibilities

Responsibilities will include, but are not limited to:

- Manage day-to-day activity across multiple fashion and lifestyle client accounts.
- Build and maintain strong relationships with clients, media, influencers and industry contacts.
- Develop and execute PR strategies, media outreach and integrated campaign plans.
- Secure high-impact press coverage across print, digital, broadcast and social platforms through proactive pitching.

- Draft press materials including press releases, pitches, media alerts and client communications.
- Plan and deliver press days, launches, events, Fashion Week activity and brand activations.
- Secure high-profile press and influencer attendance at key events and brand moments across all accounts.
- Manage influencer partnerships, gifting, VIP placements and showroom operations, including sample trafficking.
- Monitor, analyse and report on media coverage and campaign performance.
- Identify cultural trends, news opportunities and relevant industry developments for clients.
- Manage account timelines, budgets and deliverables while providing regular client updates.
- Support new business pitches and agency presentations.
- Mentor junior team members and contribute to a collaborative, high-performing team culture.

About You

- 4–6 years' experience in fashion, lifestyle or luxury PR.
- Strong media network across fashion, lifestyle, culture and influencer communities.
- Proven ability to develop and execute successful PR campaigns.
- Excellent communication, writing and relationship management skills.
- Highly organised with strong project management and multitasking abilities.
- Confident working in a fast-paced agency environment and managing multiple clients.
- Proactive, creative and solutions-focused with strong attention to detail.
- Passionate about fashion, culture and emerging trends, with a collaborative and positive approach.

Application

Please send your CV and short supporting cover letter to bianca@finchamcommunications.com. Please also include your availability and salary expectations.