



MKT. IS SEEKING A...PR ACCOUNT COORDINATOR/EXECUTIVE

It's more commonly called PR, but we like to call it commercial storytelling, we're on the hunt for a storyteller at Account Coordinator/Executive level to join our talented team working across a wide range of consumer and corporate clients.

ABOUT THE ROLE

Mkt. is looking for a hard working, organised, media savvy, proactive and well presented addition to join our growing team.

Based in St. Kilda, this role will see you working in a collaborative team environment as a support role and gain valuable hands-on experience. Suitable for an Account Executive or an Account Coordinator who has been in their current role for a year now and looking for a new change.

Working across a variety of clients in the consumer, lifestyle and corporate services industries, your day- to-day activities will include supporting the team across all clients, conducting research for projects and campaigns, developing media materials and databases, driving influencer campaigns, participating in brainstorming sessions, media monitoring, reporting and much more...

This role will also include some aspects of digital communications, including developing strategic content and community management to ensure our client's brands connect in a meaningful way with their audience to drive conversations and sales.

Our perfect person is an organised team player who thrives in a fast-paced environment, is creative, can multi task, takes initiative, has strong attention to detail and posses a warm, happy and outgoing personality.

The Mkt. team enjoys a unique working environment. We do not pay lip service to corporate culture and have developed an engaging and truly different approach to the work-life collaboration. Driven by our Directors' passion for nurturing people, Mkt. is not your everyday workplace.

We reward our team in a multitude of ways including one personal day each quarter, birthday leave day, meditation and weekly fitness session (teams' choice), Mindful Monday, Wellness Wednesday (lunches delivered), Freedom Fridays (reduced working hours) as well as team building days, education and training, industry events and performance based bonuses (including our new Upgraded Life Wellness Program #mktupgradedlife).

Intrinsically passionate about sustainability, we've sought out like-minded clients and found them. Like attracts like, and we now represent many engaging brands with social missions. Mkt. is a certified B Corp (bcorporation.com.au) and we're committed to a world where profit does not have to compromise people or the planet.

REQUIREMENTS

- Outstanding writing skills – you enjoy writing and developing story ideas
- Creative, strategic thinker with an eye for brand partnerships (incl. influencer) opportunities
- Efficient at multitasking (you need to be able to manage several project/tasks at the one time) and thriving in a fast-paced environment
- An ability to work collaboratively with clients, media, suppliers and team members
- Keen grasp of how to use social media (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat) as a tool to create brand stories with influencers and press
- You love to 'pitch' whether it's a story to media, idea to an influencer, you relish in conveying your creativity and smarts on the phone or in person
- Have an entrepreneurial spirit – be passionate about our clients and their business, keeping up-to-date on trends in their market
- Media measurement/evaluation skills
- At least 1 years PR agency experience or demonstrated job

LOCATION: ST KILDA, MELBOURNE | FULL TIME/PART TIME: FULL TIME | SALARY: TO BE DISCUSSED, BASED ON EXPERIENCE

If you think you have what it takes you'll have to be quick. Email your resume to info@mktcommunications.com.au and we will be in touch.

MKT. COMMUNICATIONS: LEVEL 2, 30 INKERMAN STREET, ST KILDA VIC 3182