

Mkt. is on the hunt for an Account Director

About Mkt.

We call ourselves commercial storytellers. Mkt. is a strategic public relations and marketing communications agency that's been helping local and global brands since 2006 to unearth culturally relevant stories and tell them in a commercial context. The Mkt. team enjoys a unique working environment. We don't pay lip service to corporate culture and have developed an engaging and truly different approach to the work-life equation. Driven by our Directors' passion for nurturing people, Mkt. is not your everyday workplace...#mktupgradedlife.

The role

Due to an internal promotion and the growth of the business, we are seeking a motivated and experienced storyteller at Account Director (AD) level to join our highly driven team. Through creative storytelling and campaign creation, this senior position will play a pivotal role in the success of Mkt by leading a highly engaged team in our existing portfolio of clients in the food, lifestyle, health & wellbeing, FMCG, retail, property and B2B industries as well as working closely with the leadership team on agency growth.

The candidate will need to have minimum six to eight years of agency experience across PR, social media and content marketing with leadership experience and will be able to:

- Act as the lead strategist for each account, managing multiple clients and projects at one time as well as supporting the team with creativity and ideation
- Manage in all directions (from liaising with Mkt. Director's/Client Services and Strategy Director, communicating with clients, to providing constant guidance and leading team members) to ensure everything runs smoothly, is on track to deadlines and all work is completed at the highest standard
- Ensure quality control on all items delivered
- Manage staffing and provide constant guidance and advice to junior team members, including overseeing informal check-ins, resource allocation, conducting yearly reviews and developing individual progression plans
- Develop and drive strategic story-driven campaigns on time and within budget
- Possess strong relationship building skills with media, bloggers, and influencers and come with a host of strong relationships in place
- Play a key part in securing new business, both in voicing the brands you are passionate about seeking out, as well as in developing proposals and concepts that win the hearts and minds of new clients
- Be responsible for managing your team's finances, including planning, budgeting, new client set up, managing profitability, overseeing estimates, team resourcing and timesheet tracking
- Work closely with Mkt. designer (visual storyteller) and social media internal teams to brief in and deliver visual and digital elements for your clients

Skills and experience

- Outstanding writing skills – you enjoy writing and developing story ideas, press releases, pitch notes, website copy and catchy EDM headlines
- You're a pitcher - whether it's a story to media, idea to a current or future client or influencer, you relish in conveying your creativity and smarts on the phone or in person
- Detail oriented – can spot a typo a mile away, diligent with formatting, triple checks everything and routinely hits deadlines
- Social media savvy – keen grasp of how to use social media (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat) as a tool to create brand stories
- Have an entrepreneurial spirit – be passionate about our clients and their businesses, keeping up-to-date on trends, events and the next big thing (or person!) and identify how to connect and amplify these for your clients
- Quick, critical and creative thinker – enjoys coming up with new and innovative ways for brand storytelling (pitch angles, social media captions right through to events and brand collaborations) as

well as demonstrating an ability to absorb new information and draw insightful conclusions that are relevant to your client mix

Benefits: Why you'll never want to leave?

Mkt. is a supportive, fun and inspiring workplace. Expect to become mindful and truly live the work/life 'collaboration' dream. We believe there's more to life than work and have developed a unique approach to workplace wellbeing that has been awarded both in Australia and overseas (B Corp Best for the World Workers 2016 and 2017 and Mumbrella CommsCon Awards Employer of the Year 2018).

We reward our team in a multitude of ways including one personal day each quarter, an additional birthday leave day, meditation and weekly fitness session (team's choice), Mindful Monday, Wellness Wednesday, Freedom Fridays (reduced working hours) as well as team building days, education and training, industry events and performance-based bonuses (including our popular 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 a number of engaging brands with social missions. Mkt. is a certified B Corporation (bcorporation.com.au) and we're committed to a world where profit does not have to compromise people or the planet.

Location: St Kilda, Melbourne
Full time/part time: Full time, ideally commencing Feb 2019
Salary: To be discussed, based on experience

Apply now by visiting www.mktcommunications.com.au/careers/

We look forward to hearing from you!