

Mkt.



10.02.25

PR & Communications Account Manager

(12 month parental leave position)

Barkly House
Level 2, 30 Inkerman Street
St Kilda VIC 3182

Creating Meaning,
Elevating Impact.

**Job Description -
PR & Communications Account Manager (12 month parental leave position)**

Company overview

Mkt. Communications (Mkt.) was founded on the belief that things should be done differently – for our team, our clients and the world we live in. As commercial storytellers and one of Australia’s first Certified B Corporation communications agencies, we are committed to crafting stories with impact.

Over the last 18 years, we’ve worked with local and global brands to uncover, shape, and share purpose-driven narratives. We specialise in strategic communications, brand & purpose strategy and implementation, internal communications, media relations (earned & paid), influencer relations, content marketing and more – helping businesses and brands connect with audiences in ways that inspire action and create meaningful impact.

We’re a boutique and mighty collective of strategic thinkers who share a love for a great story and believe that as storytellers we have the power to shape the world we envision. The kind of companies that will thrive into the future are those committed to using business as a force for good – and because humans trade in stories, they’ll need communicators like us who embody integrity, creativity, and purpose.

At Mkt., we’re dynamic, collaborative, hard-working and purpose driven with exciting plans to grow meaningfully in 2025 - there’s never been a better time to be part of our team.

With initiatives like our *WorkFluid* wellbeing program and flexible working code, we prioritise work life integration, joy, wellbeing, and positive impact. As the world changes rapidly, we remain focused on working with companies and people who want to shape a better future – *one story at a time*.

Role description

Mkt. Communications is looking for a purpose-driven storyteller at the Account Manager level to join our dynamic team for a 12-month parental leave contract.

As a communications specialist at Mkt., you will be part of a team that blends strategic storytelling with impactful campaigns. You will play a key role in shaping conversations, crafting compelling brand narratives, and driving campaigns that challenge the status quo. Your work will span media relations, influencer engagement, copywriting, content creation, internal communications, brand activations, social storytelling, strategic communications and more.

This is a role for someone who loves words, ideas, and people, and who thrives when given autonomy, responsibility, and the opportunity to make an impact.

Here's a sample of what a day in the life as a PR & Communications Account Manager at Mkt. could entail:

Client Experience

- Consulting with clients at every turn—whether managing expectations, determining the best course of action, resolving conflicts, or mitigating risks.
- Preparing for leading client meetings, offering thoughtful counsel, and developing creative solutions to challenges.

- Responding to emails and briefs for clients where we act as their internal communications team, identifying the most relevant internal channels and crafting tailored communications for their internal audiences.
- Encouraging clients to think beyond traditional approaches and embrace innovative storytelling.

Account Management

- Managing multiple client accounts, ensuring projects stay on track, budgets are adhered to, deadlines are met, and client expectations are exceeded.
- Informing and seeking input from the Account Lead and Mkt. Directors as needed.
- Staying ahead of industry trends, identifying emerging opportunities for clients, and bringing fresh thinking to the team.

WorkFluid

- Managing and mentoring junior team members as the team grows, fostering their professional development and ensuring high-quality output.
- Playing a key role in shaping Mkt.'s culture, inside and out, including fostering collaboration and championing purpose-driven communications.
- Collaborating with Mkt.'s external partners - such as designers, copywriters, research agencies, production teams etc - to deliver high-impact campaigns.
- Contributing to Mkt.'s *WorkFluid* wellbeing program by supporting a healthy and balanced work environment.
- Championing effective internal and external workflows that drive efficiency and enhance collaboration.

New Business

- Supporting business development efforts, including assisting with new business proposals, attending new business meetings, developing Mkt. case studies, thought leadership pieces, social posts, blog posts and more.

About You

- *Experience:* 3-4 years' experience in a PR or communications agency, currently at Account Manager level, managing a mix of corporate and consumer clients.
- *Self-Starter & Problem-Solver:* You can work both independently and collaboratively, take initiative, and thrive when given ownership of your work.
- *Energetic, Proactive & Collaborative:* You thrive in a fast-paced environment, bringing enthusiasm, initiative, and a solutions-driven mindset. Your positivity and teamwork help foster strong relationships within the team and with clients.
- *Accountable:* You care about the work you put forward; your approach and work is considered, well-thought-through and you will manage the process both internally and with Mkt.'s clients end-to-end.
- *Strategic & Creative Mindset:* You love coming up with innovative ways to tell a brand's story and can draw meaningful insights from trends and data.
- *Exceptional Writing & Storytelling Skills:* You craft compelling narratives across different platforms and formats, know the rules of grammar inside and out and can proof like a pro.
- *Strong Media & Influencer Relations:* You have established relationships within the media and influencer landscape and a skill and passion for securing impactful media coverage.
- *Entrepreneurial Spirit:* You're proactive, always seeking opportunities, and passionate about adding value to clients.
- *Attention to Detail:* You ensure all work is completed to the highest standard and consistently hit deadlines.

- *Social Media Savvy*: You understand the power of social platforms and how they contribute to modern brand storytelling for both corporate and consumer clients.
- *Project Management Excellence*: Ability to manage multiple projects, meet deadlines, and deliver results in a fast-paced environment.

Why Join Mkt. Communications?

- Be part of a team that challenges the status quo - both internally and externally - drives change through communications, and loves what we do—and who we do it for!
- We're proud to be one of Australia's first ever certified B Corporations, about to re-certify for the fourth time.
- A culture of trust, autonomy, and collaboration, where your contributions truly matter.
- Flexible, hybrid working environment - We operate on a set three-days-in-office, two-days-from-home model, using office days for collaboration, connection, and creativity.
- Award winning wellness program - *WorkFluid*.
- Gain exposure to high-profile global campaigns and clients across both corporate and consumer sectors.

If you're ready to make a difference and be part of our agency's exciting growth plans for 2025 and beyond, we'd love to hear from you!

How to Apply

Please send your resume and a short email explaining why you would like to join Mkt. to Jessica at info@mktcommunications.com.au:

We look forward to hearing from you!

We are humbled by the number of talented people who apply to work with us every day and aim to reply to every application.

At Mkt., our foundation is the exceptional talent we bring on board, and we recognise that our strength lies in the diversity of our team, where the best collaborations emerge from individuals with various backgrounds and perspectives.

Research suggests that around 60% of women and underrepresented groups may hesitate to complete the application process, even after drafting. However, we firmly believe that diversity enriches every team. We select our team members based on merit, professional qualities, and alignment with our values.