

CAREERS

Public Relations & Marketing Assistant



POSITION TITLE	Public Relations & Marketing Assistant
JOB PURPOSE	To support Detail's Account Managers with public relations and marketing tasks, as well as office administration, in order to deliver outstanding results for clients.
REPORTS TO	Account Managers (daily) and Agency Director (weekly)
FULL-TIME/PART-TIME	Full Time

POSITION SUMMARY

Detail Marketing Communications is seeking a highly organised, punctual and passionate individual, eager to join an established communications agency. This is a rare opportunity for a recent marketing, public relations or communications graduate to join a leading communications advisory firm for both the corporate and lifestyle industries in Perth.

The Public Relations & Marketing Assistant will report directly to the agency's Account Managers and be responsible for taking on a variety of public relations and marketing tasks that support the successful completion of planned marketing programmes. They will also be responsible for the day-to-day administration and office management.

The role will include a variety of tasks including media pitching, monitoring and database management, social media scheduling, engagement & monitoring, copywriting, content planning and reporting.

The successful candidate will join a small, tight-knit team in a spacious, light-filled office in Fremantle's beautiful West End. We have a small, friendly office dog Elsie who joins us most days.

This is a full-time position. Standard office hours are 8.30 am - 5.00 pm, Monday to Friday, with occasional commitments outside of these hours based on client requirements. We like coming to work each day, and working from home is typically reserved for special circumstances.

RESPONSIBILITIES

The successful candidate's responsibilities will include, but are not limited to:

Public Relations

- Support Account Manager with pitching stories, developing and sending media kits, and ongoing media correspondence.
- Draft media releases and client copy, with the guidance of the Account Manager, ensuring the accuracy of key messages and brand tone of voice.
- Monitor and maintain accurate and up-to-date databases of media contacts (print and digital).
- Manage records of media coverage, clipping and reporting with the support of third-party apps.
- Attend media opportunities as required.
- Work at client events as required (may be outside of normal office hours).
- Take interest in current affairs and market trends, and read a wide range of local and national news and lifestyle publications (online and print).
- Be confident to pick up the phone, talk to the media and sell your story.

Marketing/Social Media

- Plan and schedule content for clients across all key social media platforms (Instagram, Facebook, Twitter, Pinterest & LinkedIn), in line with the strategy set out by the Account Manager.
- Write captions for social media posts, ensuring the accuracy of key messages and brand tone of voice.
- Support Account Manager with content development and briefs for social media photoshoots.
- Monitor client accounts across all social media platforms as per the agreed schedule.
- Engage with account followers in line with the strategy set out by the Account Manager.
- Respond to post comments appropriately.
- Monitor UGC (User Generated Content), clipping and filing as required.
- Run monthly social media reports, with the support of third-party apps.
- Review updates to social media platforms to share trends and new products with the team.

Administration

- Manage client content including photography, style guides, branding materials, media releases and other collateral, naming and filing in line with Detail's existing file-management framework.
- Prepare meeting agendas, and diary notes and set up the meeting room ahead of client meetings.
- Oversee office management to ensure the business runs smoothly and efficiently, including morning newspaper and mail pick up, ordering office supplies, and tidying kitchen and common areas.

KEY SELECTION CRITERIA

1. Bachelor's degree in marketing, public relations or communications (or final year student)
2. Ability to multi-task in a fast-paced environment
3. A high attention-to-detail
4. Outstanding organisation
5. Excellent written and verbal communication skills
6. Practised problem solving
7. Ability to work autonomously
8. Effective time management, including the ability to juggle and meet competing deadlines
9. Possess the initiative to take on new tasks, and work through challenges methodically
10. Computer literacy with Mac is essential
11. Proficiency with Adobe Photoshop is beneficial (but not essential)
12. Well-presented
13. Punctual
14. An eye for the aesthetic – everything Detail does must be beautiful
15. Applicants must hold a current driver's license

TO APPLY

To apply for the position, please submit the following material to hello@detail.com.au by Friday, 12 August 2022.

- Resume
- One-page cover letter outlining your qualifications and **why you meet the Key Selection Criteria**
- Two examples of written work, such as a media release, social media post, blog post, news or feature article. These examples can be from university submissions and do not have to be published works.