

# DETAIL

Detail is an award-winning creative communications agency specialising in intelligent marketing, public relations, and digital strategy. We connect our clients to their audiences through strategic storytelling, data-backed campaigns, and unforgettable experiences. Our passionate and innovative team is driven by the mission to deliver outstanding results for our clients.

## Account Executive

### POSITION SUMMARY

Detail is a leading advisory firm based in Fremantle, serving Perth's corporate and lifestyle industries. We are looking for an enthusiastic, proactive, and organised Account Executive to join our vibrant team. If you have at least four (4) years of experience in public relations, digital marketing, and event management—either agency-side or in-house—and thrive in a dynamic, creative environment, we'd love to hear from you!

At Detail, you'll work in a supportive and collaborative atmosphere within our beautiful, light-filled Fremantle office. We foster a friendly, inclusive workplace culture, complemented by a 9-day fortnight option, and even an office dog to brighten your day.

This is a full-time role, typically 8:30 a.m. to 5:00 p.m., Monday through Friday, with the flexibility required for occasional client events. However, based on client needs, occasional commitments may be outside these hours. Employees may choose to work a 9-day fortnight, with every second Friday off, operating from 8:00 a.m. to 5:30 p.m. if preferred.

This role is offered as a 12-month maternity leave contract with the potential for extension.

### RESPONSIBILITIES

#### Public Relations

- Develop and execute strategic media plans aligned with client objectives.
- Manage end-to-end media campaigns, including ideation, media pitching, preparing media kits, and maintaining strong media relationships.
- Prepare detailed monthly and project-end reports highlighting traditional and digital media coverage.
- Generate innovative campaign ideas to support client objectives.

#### Events

- Plan, conceptualise, and deliver memorable client events.
- Effectively manage vendor relationships to ensure seamless event delivery.
- Create proposals and quotes following Detail's established framework.
- Oversee event budgets, schedules, and run sheets.
- Collaborate with the team for outstanding event outcomes.

# DETAIL

## Digital Marketing and Social Media

- Execute digital advertising and social media strategies tailored to client goals.
- Plan, schedule and monitor content across clients' social media platforms, ensuring accuracy in key messaging and alignment with the brand's visual identity and tone of voice.
- Produce compelling social media content, including videos and Reels.
- Develop creative briefs for photo and video content.
- Manage and optimise paid social media campaigns.

## Client Relationships & General

- Proactively identify new business opportunities and contribute to company growth.
- Manage client meetings, including preparation, agenda setting, and follow-ups.
- Deliver clear and insightful client reports covering PR, events, and digital campaigns.
- Maintain organised client assets, ensuring all content is properly filed and managed.
- Utilise Asana for project management, ensuring deadlines and deliverables are met.
- Stay current on industry trends and digital marketing developments.
- Independently manage client relationships and projects, seeking guidance as needed.
- Actively participate in team meetings, fostering a positive and inclusive culture.

## KEY SELECTION CRITERIA:

- Bachelor's degree in Marketing, Public Relations, Communications, or a related field.
- Minimum of 4 years experience in an Account Executive role or similar, either in-house or at an agency.
- Strong problem-solving skills and ability to think strategically.
- Highly organised, proactive, and detail-oriented.
- Exceptional written and verbal communication skills.
- Effective time management with the ability to handle competing deadlines.
- Proficiency with Mac and Canva (essential).
- Experience with Asana or similar project management tools (preferred).
- Valid driver's licence.

## TO APPLY

Please email your CV and Cover Letter to [hayley@detail.com.au](mailto:hayley@detail.com.au) by Monday, 7 April 2025.