

# 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.

## Digital 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 Digital Account Executive to join our vibrant team. If you have at least three (3) years of experience in digital marketing and communications – 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, birthday leave allowance, 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. 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 contract with the potential for extension.

### RESPONSIBILITIES

#### 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 digital advertising campaigns – Meta, Google and LinkedIn.
- Design and execute email marketing campaigns – Klaviyo and Mailchimp.
- Support website design and development projects – WordPress and Shopify.
- Prepare detailed digital campaign reports, analysing key metrics and their impact on brand and client objectives.

#### Communications

- Support the development of integrated brand and marketing strategies across owned and earned channels – including digital platforms and traditional media.
- Write clear, compelling and accurate copy suitable for social media, advertising placements, EDMs, websites, media releases and event listings.

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- Translate campaign ideas into clear design briefs, working closely with graphic designers to deliver cohesive marketing materials.
- Coordinate influencer engagement and partnership campaigns, from research and briefing to execution and reporting.
- Assist in creating brand and messaging guidelines for new and existing clients.
- Generate innovative campaign ideas to support client objectives.

## 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.
- 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.
- Proactively assist with office administration tasks to keep things running smoothly.

## KEY SELECTION CRITERIA:

- Bachelor's degree in Marketing, Communications, Digital Media or a related field.
- Minimum of 3 years of 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 [charlotte@detail.com.au](mailto:charlotte@detail.com.au) by Monday, 16 June 2025.