



HATCHING —
COMMUNICATIONS

POSITION DESCRIPTION

PR ACCOUNT MANAGER - EVENTS

Applications via email:
Sonia Rendigs
sonia@hchq.com.au

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LOCATION

Richmond, Melbourne

POSITIONS REPORT TO

Account Director and Company Directors

SUMMARY AND APPLICATION PROCESS

Full time, six-month contract position commencing December 2019 and concluding May 31, 2020. The Account Manager role consists of PR campaign rollout for a number of large-scale events including the 2020 Melbourne International Comedy Festival.

Applications welcome from September 3, 2019 with a start date in December 2019.

Salary to match experience working on similar events.

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KEY RESPONSIBILITIES

- Development and end-to-end delivery of creative PR Campaigns in line with client objectives and KPIs
- Creation of comprehensive and accurate media and influencer target lists that are aligned with campaign messages and objectives
- Develop and manage a full range of written materials including press releases, call sheets, speeches, correspondence
- Manage the dissemination of information to relevant media and influencers
- Managing media ticketing program, invitations and RSVPs for events and hosting media on-site during event activities
- Maintain regular direct contact with clients, journalists, digital influencers, contractors, governing bodies, stakeholders and internal directors
- Demonstrate an understanding and knowledge of the clients' business and their competitive environments
- Manage and execute campaign budgets
- Reporting and analysis - Track and measure stories and editorial coverage. Create detailed activity reports for clients
- Supervise Account Coordinator and support staff
- Management of external suppliers and complementary services (for example graphic designers, photographers, videographers)

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EXPECTED OUTCOMES AND KEY MEASURABLES

- Impressive results for clients in the form of clips and coverage
- Delivery of a timely report of activities and results
- Evidence of an ability to build relationships with media and clients
- Demonstrated superior knowledge of key trends in the market segments you are working on by presentation of highly effective strategy ideas
- Development of and adherence to documented timelines for projects and campaigns
- Development and implementation of profitable budgets required to implement the campaigns you are working on

APTITUDES & EXPERIENCE

- Exceptional media contacts and media relations skills, specifically in the arts and entertainment industry
- A deep understanding of the media landscape including social and digital media
- A minimum of five years' professional experience
- Experience working in a fast-paced agency environment
- Strong organisational and management skills

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- Superior written and verbal communications
- A keen understanding of the commercial goals of the agency
- Highly developed interpersonal and relationship building skills; demonstrated ability to build collaborative internal relationships
- Excellent strategic and creative thinking, writing, media pitching with proven results
- Excellent attention to detail
- Reputation for professionalism and integrity
- Broad range of expertise across strategic communications disciplines including public relations, marketing communications, issues management, digital and social media
- Being self-motivated, able to follow directions accurately and to work as an integral part of the team

BEHAVIOURS

- Ability to work both autonomously and as part of a close knit, collaborative team
- Confidence in making and presenting decisions in the best interest of the business
- Performs well under pressure
- Ability to train and supervise others
- Demonstrates initiative and is self-motivated

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HATCHING COMMUNICATIONS

Hatching Communications is a progressive PR, Communications and Social Media Agency defined by our innovation, creativity, and network of connections. We provide our clients with strategic public relations and digital campaigns that strengthen their brand, share their news with the world and deepen their relationships with their target markets.

Our scope of services encompasses public relations, traditional media relations, digital influencer relations, social media marketing, consumer-facing events, sponsorships, brand partnerships and content creation.

With an upbeat work environment, flexible workplace options and incentive benefits, we enjoy working with individuals that have a passion for premium brands and events, a thorough knowledge of the media landscape, take pride in their attention to detail and have a genuine excitement for telling engaging stories with great content.

www.hchq.com.au