

# COMPASS

## PR ACCOUNT EXECUTIVE START: JAN 2022

Come join us in our mission as Compass Studio's PR Account Executive and help us make our portfolio of world-bettering brands, better. In exchange for your keen passion and interest in the Australian media, we'll give you a flexible and nimble work environment, real work-life balance, a solid 6 and 12-month career development plan, mental health RDO's, summer hours, paid birthday leave and ability to give back via chosen charity-work days and pro-bono projects. We're a small agency, with a big heart and this is a unique opportunity to fast-track your career in the impact-led space.

### **So what are we looking for?**

You have been in-market for at least one year, and are ready to take the next step in your PR and Communications career – perhaps to something with more autonomy, faster career progression and with brands that you love and that are making an impact in the world.

You are a creative self-starter who is passionate about communications and the fast-evolving Australian media landscape and who thrives in a fast-paced and bustling agency environment. Ideally, you have agency experience, but if you don't, you love the idea of wearing many hats and working on multiple projects. You are comfortable writing, pitching and securing media and you have started to develop a small but solid contact network with media.

You have an exceptional eye for detail, can write a killer pitch email and a press release, and speak fluent influencer management. Basically, you know how to secure coverage for your clients and you have a can-do, solutions-focussed approach to making this happen.

This role would suit someone looking to step up from a Coordinator role, or even a current PR Executive looking for deeper career experience and to gain invaluable experience working with impact-led brands right across Australia and abroad. **We'd love to see evidence of your passion and skills so please include real-life examples of any earned media placements that you've achieved or the campaign you are most proud of in your cover letter.**

In return, we're offering a 5 day per week permanent role with one day from our North Sydney based coworking space and the rest remote, with serious potential for career growth working amongst an awesome portfolio of brands and a team of high achievers in a young, nimble, BCorp accredited agency.

This role presents an incredible opportunity to work directly with our PR team in an environment that is both nurturing and autonomous.

Sound like a gig worth getting excited about? We agree and we're pumped to welcome our next PR superstar. Drop into our inbox today.

Get in touch with Compass' Senior PR Account Manager, An Ngo, today on [an@compass-studio.com](mailto:an@compass-studio.com). Please send your CV and address directly how you fit the brief in your cover letter. **Applications close Friday 3rd December.**

### **Key Responsibilities:**

- Implement our PR strategies with daily media liaison across print, online, TV, radio and podcasts.
- Distribute press releases, pitches and conduct media follow-up in a way that allows Compass to garner maximum levels of media coverage for our clients.
- Support the needs of Compass' Senior PR Account Manager, Account Manager & PR Director as required.
- Implement PR strategies across content, influencer and event activation space on behalf of Compass' client portfolio.
- Engage and foster strong relationships with the Australian media landscape on behalf of Compass Studio.
- Effectively research and write press releases for Compass' client portfolio to ensure maximum media coverage and relevancy.
- Manage the Compass Studio Stream account, which includes; adding/removing clients, crediting irrelevant coverage and sending coverage through to clients.
- Produce compelling and succinct monthly reports for all PR clients.
- Produce weekly updates each Friday for all PR clients.
- Attend client meetings and assist with note-taking and sending post-meeting action points.
- Manage the Compass Studio media list, which includes; Adding new contacts, updating outdated/irrelevant contacts, sourcing new contacts.
- Offer support to the wider team on an ad-hoc basis where needed.
- Day-to-day reporting to Company Directors and Senior Account Manager.
- Assist with facilitating any launches/events/activations as required.

## **Key Requirements:**

- Passionate, values-driven and collaborative.
- Excellent written and verbal communication skills, with the ability to pitch both an idea and themselves.
- Qualification in communications, journalism, marketing **or** experience in a relevant field (at least 1 years experience).
- A proven ability to write compelling, grammatically-sound copy.
- Relevant examples of secured media and a sound knowledge of all types of media; online, print, podcasts, pop culture, and independent media.
- Demonstrated ability to work independently and collaboratively, and to meet deadlines.
- A keen interest to learn and gain experience in PR and marketing.
- Attention to detail, strong pride in your work and ability to multitask.
- A team player who loves enjoys keeping up to date with current affairs and is well-versed in news and popular culture.

## **About Compass Studio:**

Compass Studio; a boutique PR & Marketing agency that specialises in conscious brands in a bid to 'do good work, for brands that do good.' Through a love of community, nature and a passion for purpose-driven business, Compass has created a unique agency-model that has gained fast momentum in the local market. Compass Studio now represents some of Australia's most reputable brands in the impact-led space and the agency speaks regularly as an authority on the topic of purpose in the brand space.

Compass Studio is an equal opportunity employer committed to cultivating an inclusive company culture. We celebrate diversity and do not discriminate based on race, color, national origin, sex, gender identity, religion, sexual orientation, age, disability, parental status, or veteran status. We enthusiastically encourage individuals of all backgrounds to apply.

***ALL APPLICATIONS WILL REMAIN STRICTLY CONFIDENTIAL.***