

Senior Account Manager (Consumer)

6-month contract with potential for permanent

This is an exciting contract opportunity with exposure to a variety of marketing communications solutions and channels, with the potential to become permanent for the right candidate.

Reporting to the Managing Director the role requires someone special. Someone who is great with clients and has a skill-set that includes strategy, public relations, content creation, digital earned and paid (advertising), social media management, campaign reporting and mentoring junior team members.

Equally important is a can-do attitude, good writing skills, attention to detail, being a self-starter and the ability to juggle multiple projects.

Lighthouse Communications is a full service, fast-paced Agency providing marketing communications solutions from strategy through to delivery for clients spanning across B2C, B2B and Not-for-Profit.

Check us out at www.lighthousecomms.com.au

If you're interested, apply directly by sending your resume to peter@lighthousecomms.com.au.

Key responsibilities include:

- Client account management
- Marketing communications strategies
- Media relations
- Event management
- Content creation (press releases; blogs; social media; videos etc)
- Develop, execute and report on campaigns across owned, earned and paid channels
- New business development
- Manage and mentor junior team members

Relevant experience

- Four years minimum in the PR industry, preferably at an Australian PR agency.
- Experience in managing business-to-consumer (B2C) and Not for Profit accounts.
- Evidence of copywriting, marketing and report writing, social media, event management and client liaison skills.
- Strong communication with excellent presentation and data analysis capabilities.

Key skills required:

- Excellent communication skills: verbal and written
- Impressive emotional intelligence and interpersonal skills
- Flair for creativity, strategic thinking, and innovation
- Strong copywriting and editing skills
- Sound digital understanding: social media, SEO, SEM, Google Analytics, Google Ads, Meta and TikTok Business Managers
- Solid computer prowess: Across a range of digital campaign management and design tools
- Ability to plan and execute online and in-person events and activations.
- Commercially aware and business savvy
- Project management and budgeting

Qualifications

Applicants with relevant degrees: Arts, Marketing, Media or Public Relations are desirable. However, a lack of qualifications isn't necessarily a barrier to entry if you can demonstrate strong interpersonal, writing and project management skills, a creative flair and an interest in integrated marketing communications.

Work experience in related fields, including journalism or marketing, offers transferable skills to a career in PR.