

POSITION DESCRIPTION

Position title:	PR Coordinator
Location:	Brisbane
Reports to:	Director

Primary purpose

The PR Coordinator (PRC) collaborates with Clout PR & Content's PR Managers and Director to help achieve the client's business. This includes account servicing across both retainer and project work. A PRC works on the day-to-day aspects of the client. The PRC must have excellent organisation skills and be able to juggle multiple clients at any one time.

Role challenges and special working conditions:

- Occasional requirement for afterhours work including weekends.
- Some domestic and interstate travel may be required.

Scope

Financials:	Starting to identify new business opportunities as well as commencing a base understanding of managing client servicing costs.
People:	No direct reports.

Culture

All Clout PR & Content team members are required to:

- Maintain a positive working attitude.
- Demonstrate confidentiality, tact, discretion and kindness when dealing with others.
- Adhere to company policies and procedures in a timely manner.
- Embrace Clout PR & Content's core values.

Key accountabilities

Client service:

- Work with senior team members to effectively help with client projects.
- Commence developing relationship-building skills and the ability to liaise with clients regarding allocated activities.
- Attend client meetings and add value and advice where appropriate.
- Capability to build strong and effective working relationships with key internal and external stakeholders.

General skills:

- Media list generation and coverage responding to clients.

- Develop skills in all forms of PR writing e.g. media release, fact sheets, backgrounders, media pitches, blogs, social media content and verbal communication skills.
- Contribute to the development, writing and presentation of client proposals.
- Under supervision develop time management planning, organisational and decision-making skills – work to senior member’s timelines.
- Develop skills in a range of PR services including;
 - Crisis/ Issues management
 - Media communications
 - Media relations
 - Message development
 - Business storytelling
 - Executive profiling
 - Community engagement
 - Stakeholder engagement
 - Internal communications
 - Investor communications
 - Thought leadership
 - Content and channel strategy
- Develop knowledge of the media including relationship development: how the media operates, how to place stories, establish interviews and tailor media materials for specific media outlets.
- Ability to work autonomously and in a team environment.
- Adhere to company administrative tasks.

KPIs
<ul style="list-style-type: none"> • Work on delegated tasks effectively. • Maintain good relationships and confidence in liaising with clients and colleagues. • Reflect the company’s culture and values.

Education and skills	
<ul style="list-style-type: none"> • Proficient understanding of the techniques of a public relations agency, journalism, communications or related field. • Knowledge of media relations. • Good understanding of the techniques of the role and relevant business process to meet client expectations. 	
Formal education:	A tertiary qualification in Public Relations, Marketing, Journalism or an allied discipline.
Job specific skills, experience, knowledge and abilities:	<ul style="list-style-type: none"> • Ability to think creatively. • Ability to start planning effectively, understanding of timelines and client delivery. • Ability to build professional business relationships.

	<ul style="list-style-type: none"> • Skill in contributing, developing and delivering presentations to clients. • Ability to develop and maintain effective interpersonal relationships. • Ability to strongly execute PR campaign tasks. • Maintain a professional level of personal presentation and conduct. • Work positively in the interest of the company's well-being, taking all precautions to protect the company's interests and exposures.
Differentiating leadership competencies:	<ul style="list-style-type: none"> • Going over and above what's expected to deliver results. Creativity, strategic thinking and exceeding expectations. • Must believe in and be passionate about the business, clients and work.

Salary
A salary package of up-to \$80K for the ideal candidate.

About Clout PR & Content

Clout PR & Content is a dynamic communications agency that delivers exceptional public affairs, media, marketing, crisis communications, journalism, social media and content creation results.

Blending leadership, innovation and journalistic insight with strategic thought and robust communications tactics, Clout PR & Content generates outstanding results for a range of clients across a variety of sectors.

Respected by journalists, business leaders and influencers, Clout PR & Content generates exceptional strategic, story-telling, marketing, media and brand boosting results, day in, day out.

Our industry knowledge, public affairs acumen, marketing nous and innovative tactics provide practical solutions to challenging issues and allow the Clout PR & Content team to swiftly identify and execute newsworthy material in today's 24-hour news cycle.

In simple terms, Clout PR & Content's editorial and corporate affairs ability is an extension of its journalistic and communications pedigree and allows the agency to identify the right story and pitch it to the right journalist, in the right newsroom, at the right time.

For more information, please visit the www.cloutpr.com.au or email david@cloutpr.com.au.