

## POSITION DESCRIPTION

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

Clout PR & Content's PR Managers are responsible for working with a portfolio of clients to deliver exceptional communications, corporate affairs and media outcomes.

As PR Manager, it is your role to manage the implementation of activity involved in the day-to-day running of your accounts.

Tasks include (but are not limited to):

- Supporting the development of communications plans in consultation with the broader team;
- Executing communications plans on time and within budget;
- With the support of the broader team, contributing to new work for the business;
- Campaign reporting and analysis.

Role challenges and special working conditions:

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

Competency at PR Manager level
Client service
- Ability to manage the implementation of sections of ongoing pre-agreed activity involved in the basic day-to-day running of accounts.
- A demonstrated understanding of managing client expectations and budgets but not final responsibility.
- Well-developed relationship building skills and ability to independently liaise with clients regarding allocated activities.
- Ability to report to and communicate with the client on allocated tasks as appropriate: including attendance at client/supplier meetings (where relevant) and provision of timely and accurate contact reports, evaluation reports, WIP documents, etc.

Competency at PR Manager level
General skills
- Competent in all forms of public relations writing, including proposals, media releases, fact sheets, backgrounders, Q&As, blogs, social media posts;
- Strong verbal communications skills.
- Competent in a range of PR services including event management, internal communications and basic issues management.
- A good knowledge of the media, including: <ul style="list-style-type: none"> <li>o How the media operates;</li> </ul>

<ul style="list-style-type: none"> <li>○ How to pitch stories;</li> <li>○ How to establish interviews;</li> <li>○ How to tailor media materials for specific media outlets.</li> </ul>
- Skills and experience in managing team members.
- Basic negotiation and conflict management skills.
<ul style="list-style-type: none"> <li>- Sound planning, organisational and decision-making skills;</li> <li>- The ability to juggle many projects/activities at the one time;</li> <li>- The ability to set achievable timeframes and manage outcomes.</li> </ul>
- Capability to build strong and effective working relationships with key internal and external stakeholders.

<b>Competency at PR Manager level</b>
<b>Business development</b>
- Assist the Director in identifying and developing new business opportunities.
- Work with team members to prepare new business proposals.
- Participate with confidence in new business presentations.
- Generate new business ideas and assist the broader Clout PR & Content team with brainstorming.

<b>Education and skills</b>
<ul style="list-style-type: none"> <li>- Proficient understanding of the techniques of a public relations agency, journalism, communications or related field;</li> <li>- Knowledge of media relations;</li> <li>- Good understanding of the techniques of the role and relevant business process to meet client expectations.</li> </ul>

<b>Formal education</b>
- A tertiary qualification in Public Relations, Marketing, Journalism or an allied discipline.

<b>Job specific skills, experience, knowledge and abilities</b>
<ul style="list-style-type: none"> <li>- Ability to think creatively;</li> <li>- Ability to start planning effectively, understanding of timelines and client delivery;</li> <li>- Ability to build professional business relationships;</li> <li>- Skill in contributing, developing and delivering presentations to clients;</li> <li>- Ability to develop and maintain effective interpersonal relationships;</li> <li>- Ability to strongly execute PR campaign tasks;</li> <li>- Maintain a professional level of personal presentation and conduct;</li> <li>- Work positively in the interest of the company's well-being, taking all precautions to protect the company's interests and exposures.</li> </ul>

<b>Differentiating leadership competencies</b>
<ul style="list-style-type: none"> <li>- Going over and above what's expected to deliver results;</li> <li>- Creativity, strategic thinking and exceeding expectations;</li> <li>- Must believe in and be passionate about the business, clients and work.</li> </ul>

<b>Salary</b>
- A salary package of up-to \$110K 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](http://www.cloutpr.com.au)