

Public Relations - Account Director

Do you have a background in agriculture (or sustainability) and public relations (or similar) and want to be part of a skilled and supportive team that works on interesting projects that make a difference? This is a rare opportunity to do just that.

Cox Inall dentsu is a specialist public relations and behaviour change agency with expertise covering agribusiness, sustainability, energy, the circular economy, finance, and regional Australia.

For more than three decades, we've worked with corporations, governments, NGOs and communities to tackle some of the most vexing issues facing Australia. We work with our clients to drive change that builds a better future for our planet and its people.

We build strong relationships with our clients and work with them to develop and implement dynamic communications strategies that utilise traditional, digital and social channels to deliver meaningful outcomes and impressive results.

We are a close-knit team with a diverse range of skills and experience, and we love what we do. We care about our people and invest in their skills and career development. Being part of one of the largest, most forward-thinking communications networks in the world comes with excellent benefits, including an outstanding professional development program and generous HR benefits.

Our work environment also has the best of both worlds. We have a beautifully designed head office in Sydney that fosters creativity, and a flexible approach to work that supports individual productivity and wellbeing.

Whether you grew up on a farm, studied ag or environmental science, or have been working in the agribusiness sector, a background in agriculture, agronomy or environmental management and sustainability is highly desirable.

Role: We have an opportunity for an Account Director to join our dynamic team, based in our Sydney office. We also have a Melbourne office and team members based in rural and regional locations around the country and for the right person, this is also an option.

Role Purpose: As a senior member of our team, provide expert counsel and communications advice to clients; lead a range of accounts strategically and operationally; provide strategic support to your colleagues across a wide range of clients, sectors and issues; motivate and develop your junior team members; be an active contributor to the new business program and an upbeat and positive member of the team.

Specific skills and experience we are looking for:

- Outstanding writing skills across a range of formats.
- Strategic thinking and the ability to craft public relations strategies.
- Established media relations skills and relationships with media.
- Outstanding relationship building skills.
- Taking an interest in clients' business objectives and operating environment.
- Self-motivated and driven, attention to detail and evidence of delivering results.
- Social media expertise, including strategy, advertising and content creation.
- Strong knowledge of and passion for agribusiness, sustainability and all things rural Australia.
- An understanding of government and policy development processes would be beneficial, but not essential.
- Strong skills across Word, Excel and PPT are essential and the ability to use one or more Adobe suite tools would be advantageous e.g. Photoshop, InDesign, Illustrator, Premier Pro etc.
- Experience in video and podcast content creation would be advantageous.
- You could have worked in-house, in an agency environment, for a government agency or Minister's Office, or have a journalism or government relations background.
- Desirable tertiary qualifications include public relations, media and communications, journalism, ag economics, ag science, environmental management or similar.

Year of Experience: 5+

How to apply: Please send your CV and a cover letter to kate.marsh@dentsu.com