

Public Relations – Account Executive Graduate Role

Do you have a background or interest in agriculture and are about to graduate with a public relations, media and communications or journalism degree? If so, and you're keen to start your career as part of a skilled and supportive team doing interesting work that makes a real difference, then this rare opportunity might be just what you're looking for!

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.

We have a beautifully designed head office in Sydney that fosters creativity. Our work environment supports individual productivity and wellbeing.

If your personal, study or work experience includes farming, agriculture, sustainability or rural/regional Australia, we'd love to hear from you.

Role: We have an opportunity for a graduate to join our dynamic team as an Account Executive, based in our Sydney office.

Role Outline:

- You will be working on projects from brief through to evaluation, you'll learn from our senior practitioners in a close-knit team environment.
- Your creative thinking will contribute to communication strategy development and execution.

What we are looking for:

- Strong writing skills and a nose for news.
- Great organisation skills, attention to detail, and a strong ability to multitask are essential.

- Strong Word, Excel and PPT skills are a minimum requirement and experience with Canva is a plus.
- Capabilities across social media, podcasts and/or video production would be highly regarded.
- Experience with Photoshop, InDesign, Illustrator, Premier Pro and/or WordPress would be a great bonus.
- Someone with a genuine interest in the news of the day across rural and regional Australia, sustainability and public affairs

Your Responsibilities:

- Further develop your writing and media relations skills; research and draft materials such fact sheets, case studies, media releases, articles for EDMs, and content for social channels; confidently pitch story ideas to journalists.
- Draft and issue supplier briefs; manage quotations from suppliers including graphic designers, sound studios and photographers.
- Take ownership of research tasks to support new business development, and support your senior colleagues on campaign management.
- Develop a strong sense for issues of interest to our company and clients; monitor relevant media on a daily basis.
- Develop your skills across database management skills; Microsoft apps including Word, Excel and PowerPoint; and Adobe suite tools.
- Desirable tertiary qualifications include public relations, media and communications, journalism, ag economics, ag science or similar.

Year of Experience: This is a graduate role.

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