

COLLECTIVE HUB

Collective Hub
P: +61 2 9699 7216
www.collectivehub.com

PR Consultant

Contract to Potential Full-time // Sydney, NSW

Reporting to the **Marketing Director**, we're looking for a PR Consultant with experience in not only promoting a creative multi-media brand but also someone who has strong business, common and commercial sense and excellent contacts across all consumer, business and lifestyle media.

The position requires a sharp, experienced communicator with proven abilities to think strategically in a fast paced, constantly evolving environment. You will be responsible for developing and executing strategic and measurable PR programs that are part of an overall marketing strategy.

You will be a confident and well-connected team player with in-house publicity experience or a PR agency background, a thorough understanding of the media landscape and excellent communication skills.

Your key focus will be to secure and manage the publicity surrounding our Founder and Editor-in-Chief, Lisa Messenger, as well as the Collective Hub's multi-platform brand extensions (think events, products, launches, strategic partnerships, ad campaigns, Collective Hub magazine and more)

Key Responsibilities:

- Strategising PR initiatives and ensuring you are future planning for all PR needs surrounding Lisa Messenger and the Collective Hub brand
- Working autonomously to track PR secured and report progress weekly, monthly, quarterly
- Ability to write strong and decisive press releases for specific event, product and book launches
- Managing the reactive and proactive publicity outcomes for Lisa Messenger and Collective Hub brand, generating press across all media channels
- Managing all aspects of Lisa Messenger's speaking opportunities, including but not limited to: fee negotiations, travel details, speaking format plus continued account management on all aspects of the event. This may include occasionally travelling interstate and may involve mornings, evenings or weekends
- Help to increase the audience development of collectivehub.com, sales of Lisa's books and the circulation of the magazine
- Responding to email requests including speaking opportunities, event attendance requests, ambassador opportunities, judging opportunities
- Coordinating all aspects of Lisa Messenger's photoshoots for her books, PR shots and PR opportunities
- Responding accordingly to all incoming magazine sampling requests at external events and managing the coordination of the sampling opportunities
- Creating monthly influencer lists for our magazine send-outs and following up on all social media amplification
- Keep abreast of local and international media trends to inform strategies and initiatives
- Effectively manage the development of media kits and any product extensions

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Essential requirements

- 4-5 years' experience in PR at an Account Manager level or above
- A strong existing network of media contacts
- Strategic, critical thinker with excellent analytical and problem solving abilities
- Experienced in developing effective communications strategies
- A complete understanding of the Australian media and showbiz landscape - Print, Online, TV & Radio, Celebrity/Identity
- Strong interpersonal and communications skills, a high level of organisation and an eye for detail
- An interest in pop-culture and a vast knowledge of many different creative industries
- Strong verbal and written communication skills; confident and good presenter
- Passionate and proactive team player who loves what they do
- An ability to work in a fast paced environment and remain calm under pressure

Sounds like you? Send your **CV and cover letter** to Aimee Sommen at careers@collectivehub.com specifically addressing the criteria above, stating exactly why you should be the next member of the game changing Collective Hub team.

We look forward to hearing from you!

Due to a vast amount of applicants for our positions, unfortunately only shortlisted candidates will be contacted.