

## Join the Six Degrees team: PR & Communications Manager



Six Degrees is a team of creative, expert and experienced multi-disciplinary architects, architectural graduates, and designers who have a passion for design and the craft of architecture. We are looking for a dedicated PR & Communications Manager to join our team. If you are the right candidate you will be an energetic and strategic thinker with a genuine interest in architecture, understanding the value of design, and a drive to promote the Six Degrees brand. This role will manage the marketing, communications & PR across all traditional & digital channels, including social media. The ideal person for this role will be highly organized, take direction well, and can self-manage in a fast paced environment with ease and enthusiasm. The person will also have solid existing media contacts and demonstrate a high degree of initiative and creativity when pro-actively proposing new ideas, all with a collaborative mindset.

### THIS ROLE REPORTS TO

Director of Business Development

### RESPONSIBILITIES:

#### Marketing

- Promote lectures and the company's involvement with other professional bodies
- Assist with creation and development of marketing collateral, including capability statements, presentation formats/templates, etc.
- Organise list of marketing/media/PR contacts in our CRM
- Coordinate the annual Marketing Action Plan
- Curate media grids for strategic and specific media outreach campaigns

#### Communications

- Six Degrees branding & messaging: curate the company message through consultations with Director of Business Development & Marketing Consultant.
- Coordinate with Six Degrees' marketing consultant on written content for all branding, pitches, media releases, cap stats, project descriptions, etc.
- Engage with our clients' marketing teams of our social media including Instagram, LinkedIn, quarterly newsletter and media releases.
- Assist with curation of new project pitches and competitions
- Social Media Marketing:
  - Develop a social media strategy
  - Work alongside Director of Business Development & Marketing Consultant to research ideas and develop relevant content and campaign ideas.
  - Stay on top of latest trends in the social media space and see how best we can implement our strategy.
  - Write copy for all posts

#### Public Relations

- Organise PR opportunities, upcoming lectures & events, building openings, etc.
- Liaise with media and other relevant contacts.
- Proactively pitch and secure editorial opportunities
- Nurture and develop relationships with industry related media
- Write media releases, bios, etc. when required.
- Stay current with trades and consumer publications (print/online/social)

### REQUIREMENTS:

- Bachelor's degree (preferably but not required in Communications/Marketing/Public Relations)
- Skilled in Adobe Creative Suite – Indesign, Photoshop, Illustrator
- Strong understanding of the architectural and construction industry preferred but not essential
- A clear writer & communicator who can help curate both the visual and written message
- Be able to manage a diverse workload and manage multiple tasks confidently
- Have strong existing media contacts with national design, architecture, hospitality, lifestyle & online media
- Excellent knowledge of all marketing channels, including strong understanding of digital landscape and social media platforms.

### APPLICATION PROCESS & ADDITIONAL INFORMATION:

- Please send CV and cover letter addressing the key selection criteria to [careers@sixdegrees.com.au](mailto:careers@sixdegrees.com.au)
- Job Type: Part-time
- Compensation: Negotiable
- Candidates must be eligible to live and work in Australia