

Join the Six Degrees team: MARKETING & PR COORDINATOR



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 Marketing & PR Coordinator to join our team. If you are the right candidate you will be 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 assist with 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. If you love creating content to increase customer engagement, then we want you to join our team.

Responsibilities

- Manage and oversee Six Degrees annual Marketing Action Plan (MAP)
- Brand management
 - Actively propose ideas to create brand awareness
 - Assist the Director of Business Development with all activities associated with increasing the perceived brand value of Six Degrees
- Website maintenance
 - Content development for the website in the required format, including visuals
 - Regular and prompt content updates on the website
- Social Media Marketing:
 - Manage the schedule for posts for Instagram & LinkedIn, E-newsletter
 - Content development for Instagram & LinkedIn posts and the periodic E-newsletter
- Awards coordination
 - Track all dates and deadlines, including the application dates
 - Assist with curating applications and overseeing submissions and follow-ups
- Media & PR Management:
 - Liaise with media and other relevant contacts.
 - Proactively pitch and secure editorial opportunities
 - Nurture and develop relationships with industry related media
 - Develop media releases
 - Manage staff lectures & PR events
- Copywriting, review & editing for bids, pitches, Six Degrees capability statements, and other marketing collateral
- Engage with our clients' marketing teams:
 - Oversee marketing strategy for completed projects
 - Coordinate on all branding / marketing activities associated with projects
- Ongoing updates of our Capability statements

Requirements

- Bachelor's degree (preferably in Communications/Marketing/Public Relations)
- Basic knowledge of Adobe Creative Suite – Indesign, Photoshop, Illustrator
- 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
- Ability to develop and maintain relationships with 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.

Preferred Skills

- Minimum 2 years of experience in a similar role
- Strong understanding of the architectural and construction industry
- Have a network of existing media contacts with national design, architecture, hospitality, lifestyle & online media

Application Process And Additional Information

To join our team for this position, please forward your CV and cover letter addressing the key selection criteria with 'Marketing & PR Coordinator' in the subject line to careers@sixdegrees.com.au

This role reports to: Director of Business Development and Communication Designer

Job Type: Negotiable

Compensation: Negotiable

Candidates must be eligible to live and work in Australia.