

## ALT/SHIFT JOB DESCRIPTION

Date prepared	January, 2017	Type of work	Full-time, permanent
Position	Account Director		

### About us.

Alt/Shift is the new kid on the block, and we're excited about it. With new, comes a fresh way of thinking.

An independent creative communications agency that gets our clients noticed, we develop multi-channelled campaigns that create impactful results.

We get better results because we don't do things how they've always been done, but how we know they should be done in a constantly evolving digital, media and consumer landscape.

We aim to be the smartest and most efficient agency in the market, spending less time on admin and more time 'doing.'

We are creative, digital, business and comms experts that specialise in:

- Public Relations
- Social Media
- Experiential and Sponsorship
- Issues Management

We believe the best work is a result of having the best people on board.

We're committed to providing our team with the environment, support and training to deliver work that gets our clients noticed.

Culture, health and wellbeing are very important to us. From bring your dog to work, to bake offs, flexible working hours and regular team lunches, we work hard and play harder.

We're about efficiency and effectiveness, not how many hours you clock. We don't measure people by how many evenings or weekends are spent in the office - simply by how well the work's being done.

### About the role.

Alt/Shift, is amidst an exciting growth phase and looking for new talent to join the team. We are looking for an experienced and intelligent Account Director who will be responsible for managing and mentoring a team and ensuring that accounts run smoothly, within budget and on time, while keeping a keen eye on the big picture and providing senior strategic counsel.

No day is the same at Alt/Shift, however regular tasks will include client meetings, internal brainstorms, responding to client briefs, new business response to briefs, strategy development and strategy implementation.

As an emerging leader you're wired to mentor and inspire junior members of your team, sharing your knowledge and experience whilst taking all opportunities to learn from the industry leaders we have in-house. Your strategic mind will be well-versed in finding the consumer insight and developing comprehensive and creative PR campaigns that deliver on results and shift the dial for your clients' brands.

You'll be working amongst a team of creative thinkers and comms specialists in an integrated, brand spanning new office space in the heart of Melbourne's food, arts and culture mecca, Fitzroy.

#### About our dream candidate.

At Alt/Shift, we bring together some of the industry's most highly regarded leaders; experienced and creative thinkers; and the energy and optimism of rising talent.

And because an agency is only as good as it's people, we're uncompromising in selecting the best team to build our agency from the ground up.

Good people, who go above and beyond every day. Who celebrate successes as well as share the challenges. People who are inspired to do the best work for the best clients, with the best partners.

Attitude and culture fit is everything to us!

If this sounds like you and your skillset/experience matches the below criteria, we'd love to hear from you:

- A sound understanding of the role PR, Social and Experiential have in an integrated marketing and communications campaign.
- Experience in managing and delivering integrated campaigns, that demonstrates your understanding of identifying the most appropriate communications channel for a campaign, and the right team to successfully implement.
- A sharp-eye for identifying growth opportunities with existing clients and new business.
- From capacity planning to team forecasts you'll have strong planning and organisational skills.
- A communications career spanning 7+ years (agency experience preferred) specialising in FMCG and consumer PR.
- Strong communication and presentation skills.
- Experience in managing and mentoring a team, setting clear tasks and timelines and providing prompt and effective feedback.
- Proficient in developing communication assets with exceptional writing and editing skills.