



POSITION – PUBLIC RELATIONS COORDINATOR

REF – MPR0212

The Perth Mint is seeking a vibrant and well organised individual to become part of its dynamic sales and marketing team. The purpose of this position is to coordinate and implement promotional opportunities and media activities to enhance the Mint's profile throughout Australia and internationally.

Supporting the PR Manager and the Event and Communications Officer, the role includes maintaining relationships with media organisations, creative houses and event suppliers; pitching stories to the media; administering community sponsorships; assisting in the coordination of events; securing promotional opportunities; hosting of film and photographic shoots; executing media campaigns; and liaising with media and other stakeholders.

Suitable candidates will be able to handle the pressure of a deadline-oriented environment; have a friendly disposition and be confident in their writing skills; have good attention to detail; be highly organised; and have a team player attitude matched with the ability to work well independently.

A qualification in public relations, journalism or mass communication is required, while experience in a public relations or media environment is desired.

How to Apply

To tell us why you'd like to work at The Perth Mint, send your resume with a covering letter quoting the relevant reference number to Human Resources at employment@perthmint.com.au by Wednesday 8 February 2012. Applicants are also required to address the Selection Criteria below:

SELECTION CRITERIA

1. Provide evidence of your ability to prepare clear and concise communications ie promotional opportunities, media alerts and releases, and editorials.
2. Demonstrate your experience in coordinating and distributing media announcements, newsletters and other communications.
3. Demonstrate your experience in liaising with journalists and media representatives to deliver positive stories.
4. Outline your experience in briefing creative agencies and other service providers in the design and production of promotional collateral.
5. Provide evidence of your ability to prepare and execute events ie product launches, media conferences, client and staff functions.
6. Demonstrate your experience in liaising with people who hold a variety of positions within your organisation's stakeholder groups.
7. Provide evidence of your organisation and planning skills to handle multiple projects concurrently to ensure that deadlines are met.
8. Outline your experience in providing administrative support (create labels, burn CDs, online research, event bookings, organising visitor itineraries, arranging couriers and deliveries, etc.).

January 2012