



ACCOUNT MANAGER – PUBLIC RELATIONS

Position Title:	Account Manager Public Relation (PR)
Reports to:	Senior Account Manager

About Cultural Perspectives

Cultural Perspectives is Australia's leading full-service communications, research and engagement agency that specialises in multicultural communications and engagement with culturally and linguistically diverse (CALD) audiences across Australia. We deliver informed, innovative, and multifaceted campaigns and engagement strategies for clients from Government, corporate and not-for-profit organisations.

We are a purpose driven agency, and we believe in equity of opportunity. Our core mission is to unlock the potential of multicultural communities, our clients and staff. As a full-service agency, we bring expertise around all areas of communication and engagement through the lens of diversity, this includes:

- Communications and marketing
- Public relations
- Stakeholder engagement
- Community engagement
- Translations
- Resource development
- Research and evaluation

Position description

We are seeking a motivated and detail-oriented Account Manager – Public Relations to join our communications team. Based in our Redfern office, this full-time role supports the delivery of public relations, community engagement and marketing projects across government, private and community sectors.

This role is ideal for a strong writer with a passion for storytelling, a keen interest in multicultural communications and a desire to grow their career in a fast-paced agency environment.

Content development writing

- Write clear, engaging and accurate content tailored for different audiences and channels, including media releases, factsheets, stakeholder kits, eDMs, media briefings, social media copy and website content.
- Provide strong guidance and support to peers in editing and proofreading of client and team materials to ensure quality and consistency.

Public relations support

- Planning and executing PR and marketing campaigns, including social media, influencer partnerships, and traditional media relations.
- Independently manage media outreach, including compiling media lists, drafting pitches and following up with journalists.
- Monitor media coverage across print, online, radio, and social channels; prepare summaries and reports.
- Lead sourcing and coordinate talent/ spokespeople for media opportunities and events.

Community and stakeholder engagement

- Identify and engage with diverse stakeholder and community groups to gather insights, provide information and support campaign delivery.

Research and reporting

- Independently conduct background research to support content development and campaign planning.
- Lead campaign tracking, analysis and the preparation of post-campaign reports and presentations.

Client and team support

- Acting as the main point of contact for multiple clients and providing strategic counsel.
- Be responsible for coordinating and managing regular meetings, sharing updates and providing input on project deliverables.
- Contribute to the strategy and development of client proposals, campaign briefs and quotations.

Selection criteria

- Exceptional understanding of media relations and campaign delivery.



- Significant demonstrated experience in public relations, journalism, communications or related fields.
- Exceptional writing skills with the ability to adapt tone and style to suit various formats and audiences.
- A keen eye for detail, grammar and storytelling.
- Strong organisational skills and the ability to manage multiple tasks and deadlines.
- A collaborative team player with a can-do attitude and professional communication style.
- Cultural awareness and an interest in working with diverse communities.
- Experience with Microsoft Office, social media platforms, CRMs and media monitoring tools (preferred but not required).

Qualifications and experience

- A degree or diploma in communications, public relations, journalism or a related field.
- 3+ years of experience in a PR, communications or media role (internships or agency experience highly regarded).

Applicants with disability and those from a culturally and linguistically diverse or Aboriginal or Torres Strait Islander background are strongly encouraged to apply.

At Cultural Perspectives we provide our employees with excellent working conditions, a modern, respectful, collaborative culture, on-going support and flexible work arrangements.

For further information, please email Sarah Migliorino, sarah@culper.com.au, with the subject line

Enquiry: Account Manager – PR.

Salary range: \$80,000-\$90,000 + super. The successful candidate will be offered a salary within this range based on skills and experience

How to Apply

To apply for the Account Manager – Public Relations position, please email the following to Jess Willis at jess@culper.com.au with the subject line, Application: Account Manager - PR

- 1) Your responses to the selection criteria.
- 2) Your CV.

The selection criteria are available above or on our website,



Applications that do not address the selection criteria will not be assessed.

This position will be open until it has been filled, but preference will be given to applications received by 5pm Friday, 28th August.

Please note that only shortlisted applicants will be contacted.