



Senior Account Manager – Liquid Ideas – 2009 mUmbrella PR Agency of the Year

August 2010

Liquid Ideas is one of the fastest growing and best respected PR businesses in Australia and we are looking for a **Senior Account Manager** to join our team of 16 in Sydney as we take on board some exciting new clients from the worlds of food, drink, travel and sport.

Expertise in the fields of digital media, events, travel, corporate communications, sport or better still all of these will be looked upon with kind eyes.

The Senior Account Manager will be required to generate and manage marketing, media and event strategies while helping to support and develop more junior team members.

Other key responsibilities include:

- Developing strategy on key projects
- Providing leadership and support to account managers so they continue to develop strong relationships with the client
- Provide analysis and discussion of client briefs to produce insightful and relevant creative briefs; and proactively develop new ideas for clients
- Inspire the team and push the envelope in terms of creative, account service and execution to continue to deliver the best possible campaign solutions for all client briefs and activities
- Assist the team in daily project management when required to ensure smooth running of creative, PR and technical development processes to meet client expectations and deadlines
- Develop strategic partnerships with key media on behalf of your client

The successful candidate will ideally have:

- A minimum of 3-4 years agency experience
- Experience and a passion for managing and motivating staff
- Ability to manage simultaneous projects and demonstrate team leadership abilities in a fast-paced creative environment
- Strategic and creative thinking
- Excellent media contacts and knowledge in Australia
- Outstanding writing skills
- Ability to problem solve and deliver solutions

This is an excellent career move for someone who is looking for an agency with an excellent team culture. We encourage creativity and love to push boundaries that give people something to talk about.

What do we do? We do old school media relations, events with a purpose, we get involved in cross-agency brand strategies, we do new media and we have clients and budgets both big and small.

The key to your success at Liquid Ideas will be creativity and passion. A real sense of what makes great brands and how we can influence the influencers.

A feel for our recent client wins should give you an idea of where we are heading:
Grill'd burgers - the burgers "made with love"; three of the world's great beers - Asahi, Kronenbourg and Carlsberg; the world's finest luxury cruise-line Oceania Cruises; the leader in lighter alcohol wines Lindemans and the home of the Battle of the Steaks Pepperjack; Australia's favourite sparkling wine brand Yellowglen; our friends from across the pond New Zealand Trade and Enterprise; an exciting new venture crackawines to be launched in October 2010 and hospitality management for some of Australia's greatest events in concert with Events NSW.

The benefits this position offers include great office environment, dynamic workplace, opportunity for advancement & mentoring and first rate clients. Salaries are negotiable according to experience.

To apply for one of these opportunities, submit your resume and a covering letter to Kelly Ferguson, Business Operations Manager - info@liquidideas.com.au or call 02 9667 4211.

Please visit www.liquidideas.com.au to find out more.