



Haystac

Haystac is a premier public relations agency with its headquarters in Melbourne and offices in Singapore, Auckland, Brisbane, Melbourne and Sydney. It is part of the Aegis Media group with access to a global network of media, marketing, research, and online communications affiliates globally. Haystac has a staff strength of over 80 people across our offices and is growing.

We are looking for a dynamic individual to make a positive contribution to the Singapore team working on a range of clients. The person needs to have a positive working attitude with basic relevant experience and a passion for public relations work that is fast-paced, demanding and fulfilling.

Account Executive/ Senior Executive (Public Relations)

Responsibilities:

- Support in the planning and implementation of corporate and consumer communications programmes
- Develop and maintain positive working relations with media
- Be involved in strategic communications counsel to clients in publicizing their product/facilities/programmes
- Strong support in organizing press conferences/client's events; prepare press releases, fact sheets and talking points; and identify potential issues
- Contribute pro-actively to creative ideas and plans
- Generate interesting ideas for content on social media platforms
- Media monitoring and clipping of relevant news for clients and company, as well as preparation of reports or proposals
- Develop corporate literature or display materials such as event props, brochures, newsletters or videos, where necessary

Job Requirements:

- Diploma/Degree in Mass Communications or Public Relations
- 1- 3 years of relevant working experience in Public Relations/Marketing Communications
- Knowledge in integrating social media into publicity plans
- A strong command of English and writes well
- A credit in Chinese as a second language is preferred
- Meticulous and well-organized with initiative
- Singaporeans and Permanent Residents are welcome to apply

We invite interested applicants to submit a detailed resume to
hr@haystac.com.sg

We regret that only short-listed candidates will be notified. For more information on Haystac, please visit www.haystac.com.sg