

RATIONALE

ABOUT US

Since 1992, RATIONALE has delivered Luminous Skin for Life with a luxurious suite of formulations and treatment experiences that enlighten and transform.

From our world-leading research laboratory at RATIONALE HQ in Melbourne, we remain compelled to develop superlative formulations which offer unparalleled environmental skin protection and repair, restoring natural beauty and radiance.

THE POSITION

We have a unique opportunity for a passionate marketing aficionado to join our high-performing Marketing Team, and support in building brand awareness through strategic Marketing and PR activity.

As RATIONALE's Brand Coordinator, you will play a pivotal role in supporting with the execution of all Brand, PR and Marketing activity, with an opportunity to contribute to ideation of overarching Marketing strategies. Key responsibilities include:

- Assisting with the execution of overall annual PR strategy while driving Brand awareness, in line with overall Marketing calendar
- Assisting with the development and implementation of influencer and ambassador engagement plans and metrics, cultivating and maintaining relationships with ambassadors in this space
- Building and maintaining key media relationships (domestically and internationally)
- Distributing press releases and create press kits to meet press deadlines
- Managing all ad hoc media requests and ensure relevant media have up-to-date RATIONALE information
- Supporting with Local Area and Retail Marketing for our Flagships Nationally
- Supporting with the development of marketing initiatives for Brand collaborations, sponsorships and events
- Supporting Marketing Team on administrative tasks

THE PERFECT PROFILE

In this role, we are looking for a positive and energetic self-starter, with an unwavering passion for skincare, marketing and building brand awareness. In addition, you will need:

- Previous experience in a similar Communication, Marketing and/or PR position
- An understanding of the media landscape across beauty, fashion, lifestyle and culture
- Proficient with Microsoft Office Suite and social media channels
- Excellent social, written and verbal communication skills
- Strong presentation and pitching abilities
- Exceptional organisation and time management skills, with a high attention to detail
- Strong interpersonal skills with the ability to foster strong stakeholder relationships
- Ability to think strategically and creatively to delivery results
- Ability to work as part of an integrated team, maintaining focus in a fast-paced environment

ON OFFER TO YOU

At RATIONALE, we believe that our ability to deliver luminous skin for life is ultimately due to the exceptional employees we have working for us. Our employees are at the heart of every decision we make. We commit to providing personal and professional development through incredible training, health and wellbeing initiatives and a focus on career progression. We love to reward and recognise each employee's contributions through competitive salary packages, commission based bonuses and value awards. You will also receive an annual RATIONALE product allowance and a dedicated skin mentor to support you in reaching your skin goals.

HOW TO APPLY

To connect with our Talent Team and apply for the position, please email careers@rationale.com.