



# Senior Account Manager - Technology

**PRIMARY**  
COMMS GROUP

## **Are you an energetic, detail-driven communicator with a passion for tech and a knack for strategic storytelling?**

Primary is looking for a Senior Account Manager (full-time) to join our growing Technology team. You'll be working across high-profile clients in cybersecurity, cloud, and broader B2B and government sectors. You will play a key role in delivering integrated communication strategies that build reputations and drive business impact.

### **The offer**

This is an emerging leadership role designed for someone ready to take the next step in their career. The Senior Account Manager will:

- Take client briefs, develop integrated communication strategies and proposals for a portfolio of clients
- Manage client accounts including running meetings, timelines, reporting, budgets and strategic planning
- Drive the media relations program: develop news angles and place stories in print, trade, broadcast and online media
- Produce client content including press releases, blogs, case studies, opinion pieces, social media and briefing papers
- Build and maintain effective working relationships with key journalists and the client
- Help to develop young account executives in the technology group

### **Key requirements**

- Two-three years agency/comms experience, ideally with a focus on tech, or B2B
- A keen understanding of the Australian media landscape – especially in IT and cybersecurity,
- Strong writing and content creation skills
- Confidence managing multiple accounts and competing priorities
- A team-first attitude and a drive to make a real impact

### **About Primary Comms Group**

Primary Comms Group is an integrated PR, engagement, and creative agency, proudly independent for over 35 years.

Primary brings experts in strategic communication, design, and community engagement under one roof, partnering with clients to make great things happen. Learn more at [primarycommsgroup.com.au](http://primarycommsgroup.com.au) or on socials: [Instagram](#), [Facebook](#) and [LinkedIn](#).

**Next steps** – Please send a tailored letter (no more than one page) outlining your suitability for the position and your CV to Bernadette Kazzi on [primary@primarycommsgroup.com.au](mailto:primary@primarycommsgroup.com.au) with subject heading: *IT senior account manager role*. Applications close COB 17 May 2025