



JOB DESCRIPTION

Title: Account Coordinator

Department: Public Relations

Location: Atlanta/Jacksonville

GENERAL POSITION SUMMARY

As a member of the Public Relations team the Account Coordinator is responsible for assisting with the creation and implementation of public relations initiatives. The Account Coordinator demonstrates a proficiency in entry-level skills needed to be a contributing member of the team including writing, researching and reporting.

JOB RESPONSIBILITIES

The Account Coordinator is expected to perform a variety of duties for multiple clients, including but not limited to:

- Compile media coverage reports
- Develop target media outreach lists
- Pull editorial calendars, monitor media and identify opportunities for clients
- Conduct research including information on companies, products, competitors, etc.
- Prepare first draft of press releases, media advisories, pitch e-mails and other documents
- Generate media coverage that achieves client goals
- Assist in planning and executing client events
- Schedule and attend internal and client meetings
- Maintain conference and client reports

CANDIDATE QUALIFICATIONS AND REQUIREMENTS

- Creative, results-oriented, driven professional who works well independently or in a team
- Demonstrate foundational writing and public relations skills
- Passion for solving problems and helping client meet their goals
- Bachelor's degree in public relations, journalism or a related field
- At least one public relations internship in an agency or corporate setting