

**title:** Account Coordinator

**department:** Public Relations

**location:** Nashville

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### **GENERAL POSITION SUMMARY**

The public relations 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**

- Compile media coverage reports
- Develop target media outreach lists
- Pull editorial calendars
- Conduct research including information on companies, products, competitors, etc.
- Prepare first draft of press releases, media advisories, pitch e-mails and other documents
- Assist in planning and executing client events
- Schedule and attend internal and client meetings
- Maintain conference and client reports
- Steward creative for corporate communications jobs
- Serve on the employee team
- Assist with office management duties including ordering office supplies, answering phones and preparing for office meetings and events

### **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
- Ability to work on multiple clients in different industries
- Bachelor's degree in public relations, journalism or a related field
- At least one public relations internship in an agency or corporate setting