

WHO WE ARE:

At &Barr, we believe it's not what you do, it's why you do it. Your purpose should be why you thrive from day-to-day; therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit you to the description identified. It is our expectation that team members offer their services wherever and whenever necessary to ensure we are the agency of choice for both great brands and top talent.

If you thrive in a collaborative environment with professionals as invested as you are... If you're ready to be challenged... If you are eager to see just how far you can push yourself and us... Then we have an awesome opportunity for you.

JOB TITLE: Public Relations Account Coordinator

REPORTS TO: Public Relations Account Supervisor

JOB SUMMARY:

Supports Account Supervisor and overall team in day-to-day tactical execution of PR strategies to achieve business objectives for agency clients and &Barr. Supports strong execution of activities across multiple accounts. Performs traditional functions of an AC role, including writing, editing/proofreading, media list development/refinement, and reporting, while helping build and maintain successful client relationships through delivery of effective, efficient, and high-quality account service.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Actively seeks to know and understand clients' business, goals, competitors, industry trends, and measurements of success to work in conjunction with Account Supervisor and PR team to provide exemplary service and ideas to clients.
- Actively participates in agency and client strategy and planning meetings with account service, creative, and production team members.
- Contributes to development of PR plans incorporating efficient and effective strategies and tactics and including measurable objectives.
- Executes PR activities within established deadlines and budgets.
- Develops strong drafts of communications materials, including media alerts, press releases, pitches, boilerplates, bios, fact sheets, and advertorials, among others. Demonstrates detail-oriented skills specific to editing/proofreading and fact checking.
- Proofreads documents (for self and others) for accuracy and adherence to plans and current information for each client.
- Researches, develops, and maintains current media contact distribution lists and works to build and maintain strong relationships with media ongoing.

- On a daily basis, works proactively on own and with PR team to effectively and efficiently organize and manage multiple tasks and projects simultaneously. Keeps Account Supervisor and team proactively aware of schedules, changes, assets needed, etc.
- Continually engages internal team in proactive analysis of account performance to report to Account Supervisor and team for ongoing optimizations and recommendations to clients, including preparation of debriefs after each initiative for clients.
- Prepares monthly retainer reports for clients, including media clips.
- Attends client meetings with Account Supervisor and prepares meeting agendas and conference report meeting recaps with action items and due dates.
- Opens appropriate jobs under the direction of the Account Supervisor, in addition to diary posts, job approvals, etc. Also, proactively gathers and uploads necessary job-specific (and evergreen) assets and saves in appropriate folders on SharePoint in PR folders.
- May represent agency at intern fairs and industry association events.
- Support Account Supervisor to represent client with media (e.g., staffing media interviews) and at clients' events (e.g., grand openings, ribbon cuttings, etc.).
- Supports issues and crises planning and management, as appropriate, for exposure to develop knowledge/skills.
- May serve as client contact when Account Supervisor is not available.
- Active participation in a relevant industry association to grow knowledge within the PR industry, new tools, trends, etc. and bring back to share with the PR team
- Consistently demonstrates sound judgement and strategic thinking, in accordance with Agency's mission, vision, and values and never sacrifices quality for speed.
- Other duties as assigned.

QUALIFICATIONS – REQUIREMENTS:

- Bachelor's degree in Public Relations, Communications, or Journalism required
- 1-3 years of Public Relations or Communications experience required
- AP Style proficiency required
- Strong writing, editing, and proofreading skills required
- Agency experience preferred
- Corporate experience a plus

COMPUTER SKILLS:

Personal Computer proficiency expected. We use the Apple Suite of products as well as Microsoft for Apple. Experience with the following programs preferred: online media relations platforms (e.g., Agilty, Cision, Meltwater), Outlook, Excel, Word, Power Point, Keynote, and Workamajig.