

Account Coordinator Job Description

Position Summary

An Account Coordinator assists the PR and marketing teams in implementing multi-faceted communications strategies. An entry-level position, the Account Coordinator is responsible for completing administrative duties, research, reporting, media monitoring, standard writing assignments and other tasks that are needed to deliver superior client outcomes.

Position Requirements

Must demonstrate PR and journalistic writing capabilities, possess fundamental media relations skills, and have a basic understanding of social media use for businesses.

This is a work-from-home position, so the right candidate is highly self-motivated, independent and able to execute job duties without direct supervision throughout the workday. However, that doesn't mean an Account Coordinator operates on an island! The Aker Ink team is collaborative and meets in-person regularly. Expect ongoing guidance and mentorship. Similarly, it is expected that the Account Coordinator will be resourceful and reach out frequently to update teammates on tasks, ask questions and seek feedback from senior managers.

A "can do" attitude is essential, coupled with an understanding that all tasks, no matter how fundamental, contribute to the overall success of a campaign. We take pride in our work at all levels, and encourage everyone to bring fresh ideas to the table.

- 1 – 3 years professional experience in PR, marketing, communications or journalism. Internships count toward professional experience. Agency internships are highly preferred.
- Bachelor's degree in PR, marketing, communications, journalism or related field
- Proficient in AP Style
- Highly punctual and deadline driven
- Willingness to participate in industry associations; take a proactive role in professional development
- Driven to grow and seek out learning opportunities
- Must have your own computer (relevant software and subscriptions provided)

Key Responsibilities

An Account Coordinator's duties include, but are not limited to:

Account Management

- Develop account service communications, such as status reports, agendas and meeting notes
- Attend and participate in client meetings in person and over the phone (under supervision)
- Be responsive and proactive to client emails and inquiries
- Complete other administrative and account services tasks, as assigned

Public Relations

- Conduct PR research for a variety of accounts, including media opportunities as well as speaking engagements and award nominations
- Monitor media coverage and trends, and compile industry insights for clients
- Develop and maintain media lists for multiple clients
- Participate in media pitching, as directed within a PR strategy
- Draft various PR materials and marketing communications including press releases, emails and blogs
- Upload news releases, news announcements, blogs and other items to client websites
- Foster relationships with journalists
- Participate in team brainstorming sessions both internally and with clients

Social Media

- Contribute to social media activities that are part of a greater strategy, as directed by senior leadership, including caption writing or scheduling
- Participate in team brainstorming sessions both internally and with clients

Benefits

- 401(k) with company match
- Health insurance
- Flex scheduling upon approval
- Reimbursement/fees covered for industry association memberships and events
- Environment and culture that supports physical and mental wellness

Aker Ink Corporate Values

- **Quality:** Critical thinking, resourcefulness and adhering to deadlines are the pillars of producing high-quality work.
- **Strategic Thinking:** A clear vision and set of actions that aligns to the client's brand and goals will set them ahead of their competitors.
- **Continuous Improvement:** Dedicate time to build a network and connections in the PR, marketing and creative fields. Continually seek out best practices, including new ways of thinking and executing.
- **Balance:** Maintain a healthy work/life balance that includes physical and mental wellness. Be flexible, when necessary, to meet goals.