



ADVERTISING | PUBLIC RELATIONS | INTERACTIVE

Public Relations - Account Coordinator

Company: GS&F
Location: Nashville, TN 37215
Status: Full Time, Employee
Relevant Work Experience: 1 to 2 years

At GS&F we are focused on growing brands in need of a true strategic partner. We are unbiased in how we get there and we believe that it is all about communication, creative messaging and delivery of ideas. We offer our clients unique, powerful and relevant marketing expertise that connects with the consumer and drives behavior. GS&F has been around for more than 32 years, located in the heart of Nashville. You can learn more at www.gsandf.com.

WHAT IS THE POSITION?

- At GS&F, a **PR Account Coordinator** is assigned to assist client account teams with all aspects of assigned client accounts
- The position will work with a senior level representative to implement all assigned client public relations activities: from design/development and launch/implementation through ongoing maintenance, monitoring and support

WHAT THE POSITION DOES

- Generate written PR materials on behalf of client: press releases, articles, case studies, white papers, as well as status reports, clip reports, and other documents
- Develop and implement social/digital media campaigns for clients
- Manage account clerical activities/account organization
- Assist in planning for events, meetings and presentations
- Participate in brainstorming and strategy planning meetings
- Participate in project implementation and account research

COMPETENCES & EXPERIENCE

- Proficiency in Microsoft Word, Excel and PowerPoint a must
- Bachelors degree in marketing, communications or related field preferred
- Social and digital media experience
- Strong skills in:
 - Written and verbal communications
 - Project management
 - Strategy planning
 - Problem solving
 - Presentation creation

Please send resume and writing samples to:

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