

## **Public Relations Account Coordinator**

FletcherPR is a boutique communications firm with big city charisma. We are a team of media savvy individuals in Knoxville, Nashville and Los Angeles, focused on reaching women through the power of media. We work to address the public relations and marketing needs of our clients in strategic ways, providing a complete range of services to meet all of their communications needs.

We are looking for a Public Relations Account Coordinator to join our team. This is a great opportunity for an entry-level public relations professional who wants to gain valuable work experience and learn more about agency public relations. We are a growing agency and looking for someone who desires to grow and advance with us.

### **Key Responsibilities:**

- Draft basic public relations materials including press releases, blog posts, media alerts and any other writing assignments
- Use Vocus media database to create media lists and disseminate information
- Attend and participate in team meetings and brainstorming sessions
- Assist with media outreach, pitching and follow up
- Attend community events
- General administrative duties
- Assist the Director of Client Services with other PR projects as needed

### **Required:**

- Bachelor's Degree in Public Relations, Communications or Journalism
- At least two years of public relations experience
- Excellent written and verbal communication skills
- Agency experience a plus
- Attention to detail
- Proficient in Word, PowerPoint and Excel
- Basic knowledge and interest in social media
- Ability to multi-task and meet deadlines
- Research and prepare informational one-sheets
- Maintain weekly and monthly client reports
- Willingness to take ownership of assignments and see through to completion
- Self-starter who is able to work independently
- Event planning experience a plus

Interested candidates should send a cover letter, resume and writing samples to [heather@kellyfletcherpr.com](mailto:heather@kellyfletcherpr.com). Please put "PR Account Coordinator" in the subject line.

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