

sprouthouse

POSITION DESCRIPTION

Position Title: Account Coordinator

Reports To: Executive Director, Account Director, Senior Account Manager, or Account Manager

FLSA Status: Exempt

About Sprouthouse

Sprouthouse began in 2012 as Polished Pig Media, a localized public relations firm headquartered in Charleston, SC. Over time, we have adapted and expanded both our footprint and our offerings to reflect the shifts in the marketplace. Today, we are a full-service agency of over 25 team members. We're headquartered in New York City with additional office locations in Atlanta, Birmingham, Charleston, Nashville, and Washington, D.C., servicing clients not only in those cities, but also in many other communities we know and love. Through creative services, strategic storytelling, and fostering meaningful connections, we serve as our clients' most passionate advocates and help them achieve their goals.

Sprouthouse believes that a broad range of ideas, life experiences, and backgrounds enriches our workplace, contributes to innovative thinking, and attracts talented people. We are committed to providing an equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, or Veteran status. We are eager to welcome team members who share this belief as we strive to create an environment that reflects the rich cultural and racial diversity of our communities.

About the Candidate

Sprouthouse is seeking a self-motivated, creative and highly conscientious, organized individual to serve as Account Coordinator. Recent college graduates with public relations, marketing and communications degrees and relevant internship experience are preferred. Candidates with strong writing skills and initiative are very desirable. Communication expertise, outstanding time management skills, and a passion for public relations and social media are essential to success in this position.

About the Job

The Account Coordinator plays an important role in supporting the account management team by planning and executing public relations strategies, social media campaigns, and managing client needs in a timely and high-quality manner. Account Coordinator responsibilities include, but are not limited to:

Public Relations/Marketing

- Develop media lists for client announcements and press outreach
- Write pitches, announcement releases, newsletters, and press materials on behalf of clients
- Secure print and online coverage for clients through targeted media outreach and pitching
- Communicate directly with media and social influencers on behalf of Sprouthouse and its clients
- Track all press coverage, clip press hits, and create monthly activity reports
- Coordinate photo shoots, fact-checking, and other correspondence with media

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- Manage logistics of clients' event participation
- Create and maintain events/awards/speaking engagement calendars for clients
- Stay up to date on current events, news, and industry trends relevant to Sprighthouse clients as well as the media and public relations industries as a whole
- Draft copy for media kits, websites, brochures, and other marketing materials
- Contribute to strategic positioning and messaging documents

Account Coordination & Team Collaboration

- Attend and take notes at internal, client, and new business meetings and phone calls
- Prepare meeting and call agendas for clients
- Execute tasks and projects to support client initiatives, such as reporting and database maintenance
- Participate in brainstorming and strategy meetings
- Help coordinate day-to-day client activities for assigned clients, including researching, planning, implementing and evaluating activities, paying careful attention to deadlines and client goals
- Maintain frequent contact with clients and continually strive to strengthen relationships with them
- Support account management team to advance the strategic goals of the client
- Help delegate to interns as necessary

Required Skills/Characteristics

- Excellent communicator
- Skilled writer
- Social media savvy
- Extremely organized
- Detail-oriented
- Team player
- Eagerness to learn
- Proficient multitasker
- Resourceful
- Proactive and self-motivated
- Strong work ethic
- Integrity and reliability

The Perks

- Generous number of vacation/personal/sick days per calendar year
- Work remotely in some locations
- Travel expense reimbursement
- Team outings and retreats
- Wellness stipend
- Cell phone reimbursement
- Flexible parental leave
- Professional development fund
- Health & dental insurance

Important Information:

Education: Bachelor's degree required, preferably in Public Relations, Communications, Marketing, or other relevant field

Experience: 0-2 years

Travel: Minimal to moderate

Other: Some nights and weekends required

Location: Atlanta, Charleston, Nashville, New York City, or Washington, D.C.

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To apply for the Account Coordinator position at Sprighthouse, please send a cover letter and resume to jobs@sprighthouseagency.com. We accept applications on a rolling basis and will contact you if we feel your application might be a match for our needs.

Note: Essential elements of this job are described above. They may be subject to change at any time.