



## ACCOUNT COORDINATOR

Are you ready for your career start in public relations? Thompson & Co. Public Relations is recruiting an account coordinator for its Anchorage office. Someone with nonstop energy, a goal-driven attitude, avid curiosity and attention to the fine details will find life at the agency both challenging and rewarding. T&C provides opportunities to be involved in major media stories, the conception of many of the state's most talked about events, innovative communications campaigns and experience managing social media for notable brands and businesses.

Interested candidates should provide a resume and cover letter to Ariel Amand at [ariel@thompsonpr.com](mailto:ariel@thompsonpr.com).

## ACCOUNT COORDINATOR

An account coordinator is an entry-level position. Applicants should have a bachelor's degree in PR, journalism, marketing, communications, English or related field, or have previous experience in public relations/communications. Previous experience in journalism, social marketing, writing or other creative endeavors is a plus. Expectations for this position include:

- Supporting an account team
- Reporting to an account executive
- Accountable to diverse client base; ability to multitask and meet critical deadlines
- Strong writing skills and near-Biblical devotion to AP Style
- Excellent verbal communication skills, including phone etiquette
- Ability to think creatively and problem solve with minimal direction
- Solid researching skills
- Experience with a variety of social media channels; understanding of engaging content and strategic messaging
- Learn social media management tools, including: Hootsuite, TweetDeck, Sprout Social and others
- Pitching local, state and national journalists
- Developing and maintaining client and agency media lists
- Detail oriented and ability to track varied projects
- Ability to monitor the media for client coverage and compile ROI reports
- Review and apply analytics for Facebook, LinkedIn, Twitter and Instagram to measure campaign performance and recommend refinements
- Willing to cultivate leadership skills
- Curious about the world and seeks answers