

Account Coordinator (NYC or Austin, TX)

Job Description

Caliber (www.calibercorporate.com) is a strategic marketing communications firm that helps companies tell their story and connect with key stakeholders.

We are looking to hire a PR enthusiast to join our team as an Account Coordinator. As an emerging PR professional, the ideal candidate will play a key supporting role engaging constructive daily support and developing their knowledge of media relations to build the brands of our clients as well as supporting our firm. In this growing role, the Account Coordinator will have the opportunity to develop a better understanding of the financial services, and technology industries that we focus on.

Our team represents a talented and diverse workforce. The right candidate will thrive in a boutique company where they will be part of a growing team and a supportive work environment.

Essential duties

- Public Relations Support
 - Researching reporters and building targeted media lists (through databases and online research)
 - Researching and creating editorial calendars
 - Compiling market research and industry data sheets
 - Compiling and managing awards, events & speaking opportunity lists
 - Distributing pitches and performing media follow-up to secure placements
 - Coordinating media interview logistics
 - Drafting interview briefing documents for clients
 - Participating in and documenting client conference calls
 - Monitoring and logging client media hits
 - Compiling daily news round-ups
 - Researching marketing and brand awareness opportunities for the firm, including social media and awards
 - Support in managing social media activity for the firm and for clients (through identification of relevant topics and support in crafting content)
 - Copy editing on pitches, press releases, and various other marketing and PR content and messaging
 - Entry-level writing responsibilities that will grow over time
- Support the overarching client needs of the team, serving as a key point person for any projects as they arise outside of assigned client group, including:
 - Research, editing or drafting of content on behalf of clients outside of those assigned
 - Maintaining updated media lists across the team and clients, ensuring updated contact information is available for all media outreach efforts
 - Compiling and reviewing client and team reporting and media metrics
 - Regular reading of key media outlets, to ensure continued expansion of knowledge of the financial services and technology (FinTech, LegalTech, MarTech, Real Estate Tech) spaces

Qualifications

- Bachelor's degree, preferably in journalism, public relations, communications or marketing
- Prior working experience in PR, communications, marketing or a related field with a minimum of 1 year full-time experience

Strongly preferred

- An interest in the finance, technology, real estate or legal sectors
- Strong understanding of client account process
- High attention to details and strong work ethics
- Proven ability to support account leads and managers
- Previous experience collaborating with a team in multiple locations a plus

Benefits

Benefits include unlimited flexible paid time off (PTO) policy, performance bonuses, 401k retirement plan, medical insurance benefits – and a management team that truly cares about your professional development.