



## Associate Consultant for PR & Marketing

**The Associate Consultant** is the primary support for client work, including developing and writing content, implementing strategies and executing on client project plans. Areas of responsibility include public relations, email marketing, social media, digital marketing, websites, planning and account management.

The Associate Consultant must have strong verbal and written communications skills, problem-solving skills and an eye for detail. An ability to manage multiple projects in a fast-paced environment is critical. This person should be an energetic self-starter capable of working independently or on a team. Must demonstrate extensive social media experience and be willing to develop the skills necessary to advance to the position of Consultant.

The Associate Consultant reports to Consultants, Senior Consultants and the CEO.

### Responsibilities

- **Public Relations**
  - Writes, edits and distributes press releases on behalf of clients.
  - Adds client event information to relevant community calendars.
  - Develops and maintains agency media lists.
  - Assists in writing and sending media alerts and making follow up calls to the media as needed.
  - Assists in drafting pitches to the media.
  - Assists in developing and writing client PR plans.
  - Accompanies assigned Consultants and clients to media relations events as needed.
- **Email Marketing**
  - Writes, designs and implements email campaigns.
  - Uses email as a tool to build customer and prospect databases for the agency and its clients.
- **Social Media**
  - Implements and manages social media programs.
  - Demonstrates competency across a wide variety of social media services such as blogging, community development and management, commenting, etc.
  - Advises on, manages and monitors agency and client social media initiatives and participation.
  - Experiments with new and alternative ways to leverage social media activities.
  - Monitors social media trends, tools and applications, and appropriately applies knowledge to increasing use of social media.
  - Measures the impact of social media on overall marketing efforts.
- **Digital Marketing & Websites**
  - Writes copy and develops compelling content for agency and client projects to meet strategic planning objectives.
  - Coordinates content with other promotional and marketing materials to ensure copy and content are current and support/enhance overall strategic marketing plan.
- **Planning**
  - Assists in writing project marketing plans.
  - Recommends content updates.
  - Anticipates opportunities for existing clients.
- **Account Management**

- Assists with updating and maintenance of collateral and content pieces.
- Ensures copy and content is proofed and correct prior to presentation to clients, and again before final uploading, publishing or sending.
- Assists in measurement and tracking of project effectiveness with a view to continually improving functionality and attracting more customers.
- Ensures continued progress of client workflow in the absence of the assigned Consultant.
- Stays aware of client activities to provide backup when Consultants are unavailable.
- Assists in mailings, processing final copy, agendas, conference reports, proposals, correspondence and other materials.
- Listens to and understands client needs in order to deliver high quality suggestions and service.
- **Project Management**
  - Oversees execution of approved programs.
  - Informs account supervisor regularly of account progress.
  - Responds to client phone calls, emails and maintains regular communications with clients.
  - Makes sure all media and projects proceed according to plan and deadlines.
  - Oversees execution of approved programs.

## Competencies

- **Analytical:** Makes decisions based on logic and reason, has the ability to interpret data and use it to evaluate and adjust client campaigns.
- **Creative:** Brings innovation and a fresh perspective to projects, with the ability to work within client timeline and budget while integrating original ideas and strategies.
- **Detail-Oriented:** Organized and thorough in their work, communications and activities, with strong time management skills.
- **Prioritization:** Ability to effectively prioritize tasks as well as learning and adapting to the agency's needs of priority and efficiency.
- **Motivated:** Strong desire to make a difference for clients and impact their business. Has an appetite for learning new skills and strengthening current skills. Eager to join a team of driven and passionate professionals.
- **Social Savvy:** Monitors and participates in social networking sites, maintaining a professional presence to positively represent self and agency.
- **Team Player:** Functions well within a team environment and can also transition to independent work, while also seeking opportunities to support other team members.
- **Writer:** Exceptional writing skills and the capability to clearly and concisely communicate thoughts, marketing messages and PR stories. Uses creative and grammatically correct writing to produce powerful and effective communications.

## Knowledge & Skills:

- Minimum of 3 years PR & Marketing industry experience.
- Bachelor's Degree in marketing or communications is required.
- Strong writing and presentation skills.
- Adept at using Microsoft Office, especially Word, Excel and PowerPoint.
- Knowledge of social media platforms, including Facebook, Twitter and Instagram.