

JOB DESCRIPTION

ACCOUNT COORDINATOR – COMMUNICATIONS MANAGEMENT

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 40 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company. Together, we daily live out the Hirons mantra: Outwork, outthink, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

Communications management department

Hirons' communications management department serves as the primary interface between agency and client, managing projects across all departments to ensure each client benefits from the most responsive and strategic service possible. Diverse in experience, driven, smart and connected, members of the team are tasked with direct client consultation responsibilities while overseeing and creating collaborative interdisciplinary teams across all agency service lines.

As consultants, we work alongside our clients to understand their specific organization, target audiences, products or services, and business goals – becoming trusted extensions of the client's team. Then, the account teams within communications management conduct research and define key performance indicators, develop comprehensive strategic communications plans, and work as liaisons to our shared services departments – creative, media and digital – to flawlessly implement strategies and tactics that move the needle.

Account coordinator summary

Typically new to the communications field or in their professional career, account coordinators provide support and assist other account staff in the day-to-day management of client projects.

While job functions vary by client, successful account coordinators will:

- Work on multiple projects at the same time
- Meet or exceed deadlines
- Have a keen eye for and attention to detail
- Anticipate client and account team needs
- Understand each client's organization and business goals
- Be resourceful and responsive
- Have an interest in and an aptitude for the world around them

Duties and responsibilities

- Attend client and/or internal project meetings as directed by the account team; take notes/minutes at meetings and distribute reports to account team (and client, as needed)
- Work as an internal conduit and manage project management functions for assigned clients, including:

- Entering project information into Workamajig project management system
 - Assisting in timeline management and other project-related tasks
 - Managing specifications and deadlines for specific projects
- Maintain client and project folders on Hiron's server, including filing meeting notes, signed estimates or contracts, scopes of work, proofs, client project files, etc.
- Schedule internal account team and client meetings
- Maintain project timelines, client calendars, work-in-progress charts
- Complete weekly/biweekly status reports; distribute to account team (and client, as needed)
- Conduct informal research on client environment/market(s), competitors and other subjects as needed
- Draft written content as directed by account team, which may include:
 - Web copy
 - Email marketing copy
 - News releases
 - Media advisories
 - Bylined articles
 - Social media copy (organic or paid)
 - Advertising copy
 - Talking points
 - Strategy statements/creative briefs
 - Event logistics/plans
 - Agendas
 - Presentations
 - Reports/summaries
- Proofread written content; work with internal quality control to review work and make necessary changes
- Complete advertising and marketing tasks as directed by account team, examples of which include:
 - Reading concepts and/or copy for client review/approval
 - Checking to ensure all versions of an ad are correct
 - Reviewing media flowcharts to ensure accuracy
 - Organizing specifications and deadlines for media placements
 - Managing email marketing campaigns
- Complete public relations tasks as directed by account team, examples of which include:
 - Creating media lists, distributing media materials, pitching media and coordinating media requests/interviews
 - Tracking editorial calendars and media coverage; generating reports
 - Assisting in crisis projects
 - Assisting with the planning and implementation of special events
- Complete digital-related tasks as directed by account team, examples of which include:
 - Conducting social media audits
 - Creating and/or implementing organic social media plans
 - Managing video shoots
 - Reviewing/editing/proofreading paid performance reports
- Create and maintain client databases (stakeholders, vendors, etc.)

- Create informational packets/binders for both the account team and the client when onboarding a new client; create client-specific deck for client involvement training
- Act as host to visiting clients, arrange logistics for meetings, etc.
- Participate in weekly account management team meetings and monthly communications management department meetings
- Attend weekly 1:1 status meetings with direct supervisor
- Participate in and contribute to a Hirons affinity team and/or Hirons strategic plan workgroup
- Work with internship coordinator to assign projects to interns; manage work assigned to interns
- Identify and participate in internal and external professional development opportunities
- Work on projects for Hirons as assigned
- Meet a billable hour goal of 80% (6.4 hours of an 8-hour day; 32 hours of a 40-hour week)
- Participate in Hirons affinity team
- Work on other projects/responsibilities as assigned

Communications management account coordinators report to communications management account directors or senior account managers.

Qualifications and skills

- Bachelor's degree in marketing, communications, advertising, public relations, journalism or a related field
- Completion of an internship or professional position in a similar field
- Motivated, organized and detail-oriented attitude with superior verbal and written communications skills
- Proficiency in Microsoft Office, including Excel, PowerPoint and Word
- Proficiency in Microsoft Outlook (within first 30 days)
- Proficiency in Meltwater database and monitoring software (within first 60 days)
- Proficiency with Workamajig project management software (within first 60 days)
- Basic knowledge of advertising/public relations/digital industries and client service
- Handle all work in an ethical and courteous manner
- Demonstrate professional maturity both in and out of the office
- Ability to take direction from multiple project supervisors
- Ability to manage time effectively
- Demonstrate a willingness to learn, coupled with an enthusiastic, can-do attitude

Character

All Hirons employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hirons holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hirons employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction – whether with clients, colleagues, the media or the public.
- Do what you say you are going to do.
- Do the right thing.

- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on Twitter.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.

Equal opportunity employment policy

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.