



It is the responsibility of the public relations coordinator to help maximize all public relations opportunities for the Acrobatix Worldwide brands -- MagnifyGood, Modallic, CAP Brand Marketing -- and the brands' clients.

Generally speaking, you will provide any and all underlying support that will enhance public relations strategy and increase the exposure and recognition of clients and of the agency.

The successful candidate will be a Jack (or Jill) of the public relations trade -- part Shakespeare, grammar guru and AP-style whiz and part researcher, relationship builder and social-media animal.

On a "normal day" you might work with the account lead on pitches and press releases then switch gears to write and schedule blog posts.

You will often find yourself on tight deadlines when a client calls out of the blue with an emergency that might force you to drop everything you are doing. On a not-so-normal day, you might be running around with a camera creating and editing compelling content from a client event to use for pitches and on digital media channels.

Most importantly, each and every day you will be challenged to be the best and do the best work because our clients deserve it and our reputation depends on it.

Day-to-Day Reporting to: Director of Social Innovation

Job Requirements:

- 1+ years relevant experience, preferably with a PR or communications firm.
- Bachelor's degree in public relations, journalism, or communications is required.
- Must demonstrate strong writing ability and above-average knowledge of AP style (no exceptions).
- Must demonstrate solid PR and media relations foundation and interest in learning.
- Must demonstrate knowledge and use of social media for PR.
- Demonstrate ability to work in a team environment.
- Expert user of Mac and PC operating systems.
- High level of comfort with Keynote, PowerPoint, MS Word, Excel.
- Interest in new technologies and presentation techniques/software, such as Prezi.
- Ability to prioritize, multitask and work with minimal supervision.
- Comfortable working under tight deadlines and within a constantly changing environment.



- Willingness to try and to master new things.

Responsibilities:

- Consistently develop new ideas and opportunities involving emerging media.
- Write and produce near-perfect press releases and pitches.
- Gather editorial calendars and media intelligence to inform PR strategies.
- Coordinate day-to-day activities necessary to ensure completion of agency public relations initiatives.
- Develop and monitor press coverage and reporting to client.
- Ability to network with writers and content producers in a professional manner.
- Work with CEO and management team, keeping confidentiality at the forefront of everything.
- Communicate effectively and seamlessly among the agency, clients, prospects and media.
- Other tasks as assigned by management.

Key Performance Indicators (KPIs):

- PR efforts produce results for clients --- exposure, thought leadership, awareness.
- Communicate using impeccable verbal and written skills.
- Build relationships with key media contacts.
- Demonstrate strong team orientation and trust.
- Show ability to multitask under tight deadlines.
- Must have a personal desire for professional education and career advancement.
- Understand public relations strategies and tactics.

**Please send resume, cover letter and writing sample to:
MKoss@MagnifyGood.com. No phone calls, please.**