



LJF Marketing has a Great Opportunity to join our Award Winning Team as an Agency **Account Coordinator**.

We need leaders. Enthusiastic people-persons. Detailed-oriented and exceptionally organized team members. Thoughtful communicators.

If you have a high level of professionalism, innovative ideas, positive interpersonal skills, experience within the marketing arena, creative and detail oriented, and a strong desire to provide a high level of client support, you may be the ideal candidate.

Account Coordinator (FLSA: Non-Exempt/Hourly)

The account coordinator provides assistance to the account manager in the day-to-day management of accounts. The person in this role interfaces with our team to help move projects through the LJF Marketing strategic and creative development through execution process.

Principal Duties and Responsibilities:

- Researches, gathers and assembles background information and analyses as needed by account manager in development of targeted media lists, marketing strategies, etc.
- Manages social media planning, implementation, and tracking (depending on the client), staying informed of new social media updates/relevant industry topics.
- Writes/edits copy for news releases, public service announcements, media advisories, copy input and proofreading.
- Prepares releases for distribution, monitors where releases are placed and follows up as needed to ensure successful placement.
- Monitors and evaluates publicity efforts.
- Compiles and updates media lists as needed, notifying other team members of any changes.
- Attends and takes pictures at special events for social media outlets and/or to accompany press releases.
- Assists with organizing and coordinating special events including open houses, grand openings, staged events, etc.
- Assists with marketing specialty research, proposals and orders.
- Stays aware of client activities to provide backup when account executives are unavailable.
- Provides input in planning as requested by account executives or production manager. Assists in mailings, word processing final copy, agendas, proposals, correspondence and other materials related to account service.

- Maintains client correspondence file for each job, which includes approvals, copy, forms/documents, supplies for daily processing, tracking of account service work, etc.
- Assists in compiling creative brief for art director for any creative projects.
- Prepares agenda for and takes minutes at meetings, prepares and distributes contact reports (call reports), etc., as requested by account executive.
- Ensures all media and projects proceed according to plan and deadlines, drawing attention of account executives to potential problems before they occur.
- Proofreading copy, artwork, and printers' proofs.
- Provides administrative assistance to LJF Marketing team on day-to-day activities for assigned clients. This includes, but is not limited to:
 - Answering the telephone
 - Responding to client phone calls and emails
 - Managing production and adhering to creative deadlines, media placements, etc., to ensure continued progress of client workflow, sometimes in absence of another assigned account executive
- Communicate with co-workers, management, clients and others in a courteous and professional manner.
- Conform with and abide by all regulations, policies, work procedures and instructions in an ethical manner.
- Maintain confidentiality of all client, vendor, and Company information.
- Other reasonable duties as assigned.

Experience

The ideal candidate will have a minimum of 2 years of related experience working within a public relations or marketing firm, or a marketing department. Candidate must be a self-starter, work well in teams and independently.

Minimum Skills Required

- Strong written and verbal communications skills
- Detail-oriented with strong organizational skills
- Ability to work on multiple projects simultaneously
- Strong proofreading and editing skills
- Understanding of social media strategy for Facebook, Twitter, LinkedIn, Instagram, etc.
- Proficiency using and posting to social media platforms
- Ability to adapt to and learn new and existing digital marketing strategies and platforms
- Intermediate level proficiency in Microsoft Office Suite
- Working knowledge of Adobe Creative Suite, Constant Contact, Hootsuite, and/or iMovie a plus

Education Required

Bachelor's degree required.

Degree in Marketing, Public Relations, Communications, Journalism, or related field preferred.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Walk, talk, sit, stand, touch, hear, lift up to 15lbs., sight, use of hands and fingers
- Normal clerical/administration office environment
- Contact with internal and external workgroups and clients
- Smoke Free & Tobacco Free Workplace

TRAVEL:

This position may require occasional travel to meet the business needs of the Company.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required by this position. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.