



**CHARLES COMMUNICATIONS
ASSOCIATES, LLC**

Account Coordinator | Charles Communications Associates

Job Description

The Account Coordinator is responsible for media pitching, events coordination, social media updating and reporting for select Charles Communications Associates (CCA) clients. You will work with both new and traditional media strategies to help clients reach their goals of exposure and increased sales. You will liaise with a team to provide relevant and insightful information to trendsetters and gatekeepers in the press and act as an ambassador for CCA and our clients. In addition to media relations, you will work on viral marketing and sample outreach programs and contribute to our annual marketing communications plans. As is the case with all of our team, your job will focus on the needs and ultimate success of our clients. Each and every client has a distinct work and communications style. Versatility and high organizational skills as well as a true love of the profession are key to success for this position.

Responsibilities

Client and Account Work

- Work closely with the Account Supervisor and Account Executive assigned to specific CCA clients. This includes implementation of our PR plans, reporting, select pitching and general follow up. We meet as a team every week so input, ideas are encouraged across all brands.
- Build strong relationships with the media on behalf of our clients.
- Keep regular communications flowing as well as participate in conference calls, meetings and reporting keeping to the agreed upon hours. Meetings and reporting vary according to the size of the client.
- Ownership of reports for CCA clients, monthly, quarterly, bi-monthly
- Draft press releases and other writing elements such as pitch letters, press kit documents, sample send letters, media alerts.
- Actively pitch media- both traditional and new
- Participate in client events where appropriate (some evening and weekend events are required)
- Manage your time on the account so that if we are over/under servicing, we make the correction.

Media Relations

- Build relationships with key media and publications
- Create & monitor editorial calendars and pitching deadlines
- Oversee regular sample submission calendars for the wine publications, maintain a rolling deadline calendar and advise clients accordingly
- Optimize specialized marketing/press lists such as wine trade lists, sommelier lists, winery lists, blogger /new media lists, luxury marketing contacts, corporate gifting etc.

Agency Work & Business Development

- Create and edit presentations (PowerPoint)
- Assist with research projects
- Create collateral for new business meetings
- Evaluate campaign results against objectives
- Contribute to the CCA blog and newsletter
- Participate in weekly staff meetings, client calls where appropriate
- Attend evening and weekend events where necessary on behalf of CCA and clients
- Oversee team hours grid

About Charles Communications Associates

We are an independent creative marketing communications, new media and public relations firm that helps local and global companies create, build and launch a brand. Recognized as one of the most effective PR firms in the wine industry, CCA is also known for success in the gourmet, natural and organic food and beverage categories, as well

as for top shelf spirits and luxury products marketing. Realizing the constantly growing potential of new media as marketing platforms, Charles Communications develops and executes new media strategies for clients driven by an in-depth understanding and experience with social network sites, blogs and other marketing relevant online media.

Qualifications: 1-2 year's experience in the public relations field either agency or in-house. Facility with the Microsoft Suite of software, particularly word and excel. Attention to detail is a must. Excellent note taking ability, great oral and written communications. High energy and a self-starter. excellent organization skills, including handling vendors, time management, calendars for team and clients. Research capabilities with the internet . Report writing. Foreign language skills a plus (French, Spanish, Japanese, Italian, Australian). Knowledge of wine essential, enthusiasm for food and travel a plus. HTML and web skills a plus. Must be able to prioritize and balance a fast paced work-flow. Must be a team player, but also able to work independently and take initiative. Desire to grow and evolve with the company.

Compensation:

Commensurate with Experience

Holidays:

Paid holidays for 2011 include: May 30, July 1st and 4th, September 5th, November 24-25 and December 23rd.

Car and Phone:

It is ideal if you have access to a car for client meetings or prospective new business calls. We are reimbursed by clients for mileage, and cannot charge back for rental cars unless it's for the mileage equivalent. If you do not have a car, then you would be compensated for the mileage incurred, but would be responsible for a rental vehicle as we are in a business that is mobile and requires accessibility to a car. CCA covers basic data plans pro-rated for business vs. personal on smart phones. We can review the plan you have to see what works best for budget and needs.

For consideration email resume to careers@charlescomm.com