



Public Relations Assistant

Merlot Marketing is a growing and dynamic agency offering opportunities to work on national client campaigns. We are an award-winning, full-service agency specializing in advertising, public relations, brand strategy, media planning and buying, and events and promotions. As one of the few marketing agencies in Sacramento specializing in national campaigns, we are proud of our creative achievements, successful PR campaigns and client growth and successes.

We are looking for a candidate with a **passion for PR**. Applicant must be a self-starter with the ability to learn quickly. Candidates must have excellent communication skills; both written and verbal. Our ideal candidate will be resourceful and detail-oriented. Any employee may be required to perform other duties which may be necessary or desirable to support the agency business.

Must be computer literate with knowledge of MS Word, Excel, PowerPoint, Outlook and the Internet.

Responsibilities

In addition to promoting the public image of MERLOT MARKETING, the responsibilities of the **PR Assistant** will include:

- Press release writing, proofing and distribution
- Draft pitch letters and scripts
- Develop and maintain media lists
- Monitor editorial calendars
- Media request fulfillment and follow-up calls
- Prepare press mailings and press kits
- Scanning, filing, organizing, etc.
- Build and support relationships with consumer and trade journalists
- Prepare monthly PR and clipping reports
- Event and promotions coordination
- New business research
- Tradeshow planning and support
- Support executive and staff, and much more...

Qualifications

- BA or BS in public relations, communications, or related field
- Proven ability to accept responsibility and follow through on all assignments
- Proficient with computer programs needed to execute job functions effectively

The agency focuses primarily on home, building, banking and food-related products. Other client experience includes high-tech, restaurants and dealer/distributors.

This is a FULL TIME position including health benefits and 401k profit sharing with significant potential for advancement within the company. Qualified candidates please email a resume and cover letter to **Ms. Kym Preslar** at **careers@merlotmarketing.com**. Be sure to include "PR Assistant" in the subject line. Equal Opportunity Employer.