



Public Relations Account Coordinator

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.

Merlot Marketing is currently looking to hire an experienced **Public Relations Account Coordinator**.

Candidates must have a degree (BA/BS) in advertising or communication studies. Agency experience preferred and public relations experience required. We are looking for a highly motivated and extremely talented individual to join our team. Candidates must be strategic thinkers, exceptional communicators (both written and verbal) and be confident enough to lead a meeting and provide thoughtful counsel to clients, and be able to work both collaboratively and autonomously. Our ideal candidate will be resourceful, detail-oriented and willing to pitch in whenever – and for whatever – necessary.

This **Public Relations Coordinator** will work directly with the agency president, with clients and as part of a team. This position offers tremendous freedom to advance. This is an extraordinary opportunity for the right applicant – a chance to work side by side with experienced professionals in a creative setting and with clients nationwide. Applicant must be a self-starter with the ability to learn quickly. We are looking for a candidate with an entrepreneurial spirit and a **passion for PR**. 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 **Public Relations Coordinator** will include:

- Press release writing, proofing and distribution (MUST HAVE EXPERIENCE WRITING AND EXCELLENT WRITING SKILLS)
- Develop and maintain media lists
- Monitor editorial calendars
- Media request fulfillment and follow-up calls
- Create press kits
- Maintain relationships with consumer and trade journalists
- Prepare monthly PR and clipping reports
- Coordinate virtual writers and photographers
- Event and promotional coordination
- New business proposals and research
- Tradeshow planning and support
- Work directly with client(s)
- Familiarity with and management of PR support services (Lexis-Nexis, Luce, Business Wire, Bacon's, etc.)
- Support executive and staff and much more...

The agency itself has a wide-range of clients, but focuses primarily on home, building, banking and food-related products.

This is a FULL TIME position including health benefits and 401k profit sharing with lots of potential for advancement within the company. Salary starts out in the low to mid 30k depending on experience. Qualified candidates please email a resume and cover letter to Ms. Jana Perry at jana@merlotmarketing.com. Equal Opportunity Employer.