



## Public Relations Coordinator/Assistant

Merlot Marketing is a national, award-winning, full-service agency specializing in branding, public relations, social media, advertising, and media planning and buying. We are proud of our creative achievements, successful PR campaigns and client growth and are looking for a passionate **PR.0 Coordinator/Assistant** to contribute to our continued success.

### We don't do PR; we do PR.0™

We understand that our clients' brands exist in an ever-changing digital age - and we embrace it, leverage it, and use it to their advantage. With PR.0™, we look to our team to integrate public relations and social media in ways that garner more impressions, build more authentic relationships and engage more deeply with the media on our clients' behalf.

### KEY AREAS OF RESPONSIBILITY:

- Excellent grammar, writing, copyediting, proofreading skills
- Coordinate day-to-day operations of client PR + Social Media programs, promotions and projects
- You can multi-task in a fast-paced environment and maintain a professional, positive attitude
- Communicate agency philosophy internally/externally- perform to agency standards
- Cultivate client relationships and value by communicating clearly, concisely, effectively and being proactive, not reactive to agency and client needs
- Add value to the team by recommending creative ideas, strategies and solutions that contribute to the growth and success of the agency and to the client's business
- Help drive and monitor overall public relations strategy while understanding how PR enhances the overall marketing program
- Communicate client's strategic needs thoroughly and effectively to key departments when applicable: creative, media, events/promotions
- Work with internal departments to ensure the delivery of projects and programs that are actionable and measurable
- Set appropriate expectations and timelines both internally and externally
- Work with account team to develop and initiate any media strategies and/or added-value that support the PR program





- Analyze overall marketing needs based on in-depth knowledge of the clients' product(s)/service and industry(ies)
- Consistently hit deadlines or give enough notice if you won't

**QUALIFICATIONS + REQUIREMENTS:**

- A clear understanding of Web 2.0 (social media/content marketing), not only from an observer standpoint but as a participant
- BA or BS in public relations or communications field
- Exceptional writing and communication skills
- Experience in AP writing style
- Agency experience preferred
- Basic knowledge of traditional and digital media channels, including the role of social media in public relations
- Proficient with computer programs needed to execute the job functions effectively

**Location:**

This is a full-time position, working in our Sacramento, CA headquarters.

This position includes health benefits and 401k profit sharing with a lot of potential for advancement within the company. Salary dependent upon experience. Qualified candidates please email a resume, cover letter and salary requirements to Brenda Forman at [brenda@merlotmarketing.com](mailto:brenda@merlotmarketing.com).

Be sure to write **PR.0 Coordinator/Assistant** in the Subject Line. Equal Opportunity Employer.

