



POSITION DESCRIPTION

Position Title: Account Coordinator

Reports To: Account Director

FLSA Status: Exempt

About Sprouthouse

Sprouthouse began in 2012 as Polished Pig Media, a localized public relations firm headquartered in Charleston, SC. Over time, we have adapted and expanded both our footprint and our offerings to reflect the shifts in the marketplace. Today, we are a full-service agency of over 25 team members. We're headquartered in New York City with additional office locations in Atlanta, Birmingham, Charleston, Durham, Louisville, Nashville, New England, Richmond, and Washington, D.C., servicing clients not only in those cities but also in many other communities we know and love. Through creative services, strategic storytelling, and fostering meaningful connections, we serve as our clients' most passionate advocates and help them achieve their goals.

Sprouthouse believes that a broad range of ideas, life experiences, and backgrounds enriches our workplace, contributes to innovative thinking, and attracts talented people. We are committed to providing an equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or expression, or Veteran status. We are eager to welcome team members who share this belief as we strive to create an environment that reflects the rich cultural and racial diversity of our communities.

About the Candidate

Sprouthouse is seeking a self-motivated, creative, and organized individual to serve as an Account Coordinator. Recent college graduates with public relations, marketing, and communications degrees and relevant internship experience are preferred. Desired candidates have strong writing skills, attention to detail, the ability to think strategically, fluency in all social media platforms and trends, outstanding time management skills, and a passion for public relations and social media are essential to success in this position.

About the Job

The Account Coordinator plays an important role in supporting account teams in planning and executing public relations strategies, social media campaigns, and managing client needs in a timely manner while maintaining high quality and creativity. Account Coordinator responsibilities may include, but are not limited to:

Public Relations and Integrated Communications

- Draft pitches, press releases, newsletters, and other written materials on behalf of clients
- Secure print, online, broadcast, and social media coverage for clients through targeted outreach
- Develop targeted media lists with relevant outlets, writers, and opportunities for client outreach
- Communicate directly with writers and social media influencers on behalf of Sprouthouse and its clients
- Track all press coverage, clip press hits, and create monthly activity reports

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- Coordinate photo shoots, fact-checking, and other media correspondence
- Manage logistics of clients' event participation
- Create and maintain events/awards/speaking engagement calendars for clients
- Stay up-to-date on current events, news, and industry trends relevant to Sprouthouse clients as well as the media, communications, and public relations industries as a whole
- Draft copy for media kits, websites, social media content calendars, and other marketing materials
- Draft and schedule social media posts for clients and Sprouthouse and assist with thoughtful, timely community management
- Track metrics for digital campaigns such as social media insights and KPIs
- Contribute to strategic positioning and messaging documents

Account Coordination & Team Collaboration

- Attend and take detailed notes during internal, client, and new business meetings
- Prepare meeting and call agendas for clients
- Execute tasks and projects to support client initiatives, especially as related to monitoring and reporting
- Participate in brainstorming and strategy meetings
- Help coordinate day-to-day activities for assigned clients, including researching, planning, implementing, and evaluating activities, paying careful attention to deadlines and client goals
- Maintain frequent contact with clients and continually strive to strengthen relationships with them
- Support account management team to advance the strategic goals of the client
- Help delegate to and manage interns as necessary

Required Skills/Characteristics

- Excellent communicator
- Skilled writer
- Social and digital media savvy
- Extremely organized
- Detail-oriented
- Team player
- Eager to learn
- Proficient multitasker
- Resourceful and reliable
- Proactive and self-motivated
- Possesses a strong work ethic

The Perks

- Generous number of vacation/personal/sick days per calendar year
- Year-round "Summer Friday" hours
- Paid time off for community/volunteer work
- Remote/hybrid work setup
- Team outings and retreats
- Monthly wellness stipend
- Monthly cell phone reimbursement
- Twelve weeks fully paid parental leave
- Company-subsidized health & dental insurance
- 401(k) with company match

Important Information:

Education: Bachelor's degree strongly preferred, with focus in Public Relations, Communications, Marketing, or other relevant field

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Experience: 0-2 years

Travel: Minimal to moderate

Other: Some nights and weekends required

Location: Atlanta, Birmingham, Charleston, Durham, Louisville, Nashville, New England, New York City, Richmond, or Washington, D.C.

To apply for the Account Coordinator position at Sprouthouse, please send a cover letter and resume to jobs@sprouthouseagency.com. We accept applications on a rolling basis and will contact you if we feel your application might be a match for our needs.

Note: While essential elements of this job are described above, they may be subject to change at any time.