

Account Strategist **(Public Relations emphasis)**

Brief Description: The purpose of this position is to lead, strategize and manage client relationships, working closely with subject-matter specialists to ensure implementation on strategies. Emphasis is on public relations.

Hours: This is a full-time exempt position

Location: This is a virtual position, working from the employee's California-based home

Pay: **\$60,000 annually**

Stipend: Percentage of phone and internet charges are added to paycheck as stipend based on a daily cost formula.

Reports to: CEO

Direct Reports: Communications Specialist

About the Company: Coverly Professional Services (CoverlyPro) is a full-service marketing and public relations project management firm based in Ventura, California living its tagline every day – *Creative Ideas. Implemented Daily.* We are a creative team that believes strongly in implementation.

Leveraging our three-tiered approach, turnkey services include brand and marketing strategic development, social media strategic management, media/public relations, development of client-facing communications, graphic design/layout, website content management and media placement. Our ideal clients are collaborative partners who see us as their External Marketing Directors.

Now in its 11th year, CoverlyPro is growing. Our team is currently five members strong, who all work virtually in a fast-paced environment. We are organized, motivated, self-starters who enjoy what we do and our founder is dedicated to building a positive work environment that cultivates professional growth and a positive team atmosphere.

Specific duties of the Account Strategist:

- Primary point of contact for clients as assigned by CEO.
 - Oversee implementation of assigned client programs and projects, working closely with subject-matter specialists and designers to develop dynamic content (written and graphics) as needed for identified deliverables.
 - Develop PR strategies and campaigns on behalf of clients with clearly executable plans that exceed client expectations.
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- Implement all aspects of public relations, while supervising and backing up Communications Specialist. Public relations activities on behalf of clients include, write/distribute press releases, proactively identify editorial opportunities, ghost writing, SEO copywriting, develop/distribute eBlasts, and more.
- Strategically and proactively identify editorial opportunities, continually build out press lists, and establish relationships with press broadly and within specific industries.
- Work collaboratively with other Account Strategist (social media and virtual event emphasis) to deliver written content in support of client social media and virtual event strategies.

Qualifications:

- 3-5 years' experience working in strategist or similar role
- Strong project management experience
- Ability to lead teams and drive deadlines
- Proven public and press relations experience
- Strong writing and proofreading skills, including press releases and ghost-writing
- Successful track record of seeking and coordinating interviews with clients and press
- Self-motivated; able to work alone but also collaboratively with team and clients
- Technology skills and quick technology learner
- Professional demeanor and stellar customer service skills
- Must be able to work virtually and have computer, phone, and internet service

This job description is not intended to be all-inclusive. All staff must perform other duties as assigned by immediate supervisor and/or management as required. Coverly Professional Services, Inc. reserves the right to modify job duties and responsibilities. This job description does not constitute a written or implied contract of employment.

To apply – Send resume and 2-4 writing samples to info@coverlypro.com.