

## Public Relations Account Coordinator

**High Reason** is seeking a **Public Relations Account Coordinator** to join its growing communications team. This is an exciting opportunity for a proactive, ambitious, and detail-oriented professional who's passionate about producing high-quality work and eager to grow in the PR field.

In this role, you'll work closely with the **Senior PR Account Executive**, providing support across several client accounts. The position is highly collaborative and integrated, offering the chance to contribute to work across many agency divisions and gain significant hands-on experience.

### Responsibilities

- Assist the PR team in executing day-to-day program tasks, ensuring deliverables are completed and deadlines are met
- Draft and proofread client materials, including press releases, media advisories, FAQs, bylines, e-newsletters, and social media posts
- Assist in securing media coverage for clients by compiling editorial calendars, helping form and draft pitch angles, and conducting tailored pitch outreach
- Support client media interviews by helping prepare briefings and talking points
- Help maintain and update target media and influencer lists with PR team support
- Contribute research and ideas for client plans, programs, and campaigns
- Proactively track news and industry trends to surface fresh pitch angles and timely opportunities for clients
- Monitor, clip, and summarize media coverage, preparing monthly and quarterly performance reports and dashboards for clients using agency software
- Support the social team by staying current on emerging social media trends, platform updates, and evolving audience behaviors to proactively inform content strategy, audience engagement, and campaign performance
- Occasionally support the account team with tasks such as preparing creative briefs and input forms, reviewing creative materials, building performance reports, and assisting with presentation decks and other project logistics

### Qualifications

- Four-year undergraduate degree in communications or public relations
- One-to-two years of professional public and media relations experience; ideally full-time work experience, but PR internships with clear and active involvement are accepted
- Agency experience is a plus but not required
- Writing is a core function of this role—candidates must demonstrate exceptional writing skills

- Diligent, organized and detail-oriented
- Ability to adapt to fast-changing situations
- Salary is dependent on skill and experience level

We are a growing agency with a track record of success across nearly 30 years. Our culture is driven and ambitious, but supportive, fun, and built on mutual respect. Competitive salary, excellent health benefits, generous PTO, and WFH allowance. Opportunity for travel (through our place branding and marketing division) and a wide variety of account types to build your portfolio.

Interested applicants should send their resume to [tholder@highreason.com](mailto:tholder@highreason.com).