

Account Coordinator
Aguillon & Associates LLC

Point of Contact:
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President, CEO
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Account Coordinator:

The Account Coordinator is responsible for providing support to Aguillon & Associates in the areas of media strategies, marketing, public relations, community outreach and event management. This includes but is not limited to, media planning, media buying, tracking, list building, research, copy writing/editing, media outreach, general office and client support. The Account Coordinator reports directly to their Account Executive and should be able to think creatively, while designing innovative strategies and ensuring that each client's campaign effectively reaches their target audience.

A successful candidate can work independently and will be able to meet the following requirements:

Internal Relationships

- Actively participates in internal client brainstorming sessions by offering ideas for each project
- Work with Account Executive to effectively complete scope of work so that it is of highest quality while within the terms of the contract
- Ability to problem-solve when challenges or concerns arise
- Ability to shift gears comfortably
- Should be flexible when it comes to time management
- Should be at ease when managing fast paced deadlines, while paying great attention to detail
- Attends classes or trainings and present summary to Aguillon & Associates team
- Work well with and demonstrate respect for colleagues at all levels and consistently contribute to a positive work environment

External Relationships

- Work with media partners to ensure optimal advertisement placement
- Build relationships with reporters and influencers
- Be comfortable communicating with vendors, clients, media and others by phone, email and in person
- Ability to manage events logistics and run of show

Communications and Processes

- Identify channels for online/offline media placements and advertisements
- Research, implement and track traditional and direct response formats, cable television, radio, outdoor advertising, local newspapers and magazines (offline & online)
- Experience with social media efforts via FB, Twitter, Pinterest, Instagram and other platforms

- Develop/maintain databases
- Develop invite lists and spreadsheets
- Experience in writing press releases and media advisories
- Create media lists that demonstrate a solid understanding of the media
- Understand client's issue and how it can best be positioned in the media
- Consistently meet deadlines as set by Account Executives
- Maintain knowledge of media trends, developments and best practices
- Take notes at planning meetings
- Other duties as assigned

Qualifications

Must have a bachelor's degree, preferably in the field of Marketing or Communications and 1-year full time office experience.

- Knowledge of current events
- Excellent oral and written communications skills
- Proven ability to meet deadlines, juggle multiple projects and work independently in a fast-paced office
- Expertise in using Google Suite, MS Office (Word, Excel, PowerPoint), WordPress, Constant Contact (or other outreach software), Survey Monkey (or other surveying software), social media platforms, social media ads, and conducting research.

Preferred Qualifications

- Experience with median planning, public relations and event planning
- Existing media contacts
- Bilingual, fluent in Spanish

Employee should be able to work a minimum of 40 hours per week between the hours of 8:30 am and 6:00pm. Salary commensurate with experience. Send resume to Melissa@aguillon-associates.com or call (210) 254-9160.