



Job Description: *Account Coordinator*

Position Summary:

Account Coordinator at Double Forte is an entry level position in the agency and serves integral support roles for 1-3 account teams in this fast-paced agency. The Account Coordinator works with teams to implement tactical initiatives that support client business strategies. Ensuring that internal and external deadlines are met is a big part of the job, as well as supporting other team members with different administrative tasks, comprehensive research, and detailed monthly reports for clients. The Account Coordinator function provides the foundational understanding of agency work.

Qualifications/Skills:

- Self-starter who is curious about the world around them, and interested in both B2C and B2B businesses
- Good oral and written communication skills
- Detail oriented, and able to grasp broad concepts
- Good time management skills, ability to prioritize workload, and willingness to ask for help when needed
- Good organizational, version control and process management skills
- Team player who understands their role is important for team performance
- Good people and phone skills
- Ability to listen and follow direction
- Relevant internships a plus
- B.A. or B.S. Degree

Technical Skills & Abilities

- Good computer and data entry skills – proficiency with MS Word, Excel, Google Suite, PowerPoint and Adobe PDF
- Willing and able to learn how use new software programs and online data services
- Good web navigation and research skills

Physical Requirements

This is a remote-work role until at least September, 2021. This is a predominantly sedentary position, with occasional light work required including occasional lifting, carrying, pulling or pushing.

Account Coordinator Position Responsibilities/Expectations:

- When necessary, comes in early, stays late to complete responsibilities and assist others; maintains good attendance record
- Becomes familiar with all media, bloggers & analysts relevant to client business, especially the trades, which will help this position learn more about the industry
- Develops comprehensive media, analyst, podcast, and blogger lists, which include appropriate editors and contact information
- Consistently develops well-constructed, typo-free written materials
- On a regular basis, helps develop comprehensive editorial/opportunity calendars for media relations programs and speaker programs, and helps submit materials necessary for placing clients within key industry and round-up articles and conferences
- Achieves positive media placements on behalf of clients in designated target media outlets
- Becomes familiar with and understands the value of vendors (such as monitoring services, premium houses, PR Newswire, etc.) for the optimum operation of client's tactical programs
- Proficient at monitoring sentiment in social networks, identifying influencers and key trends
- Assists with logistics of booking media tours including coordinating product and press kit mailings and development of flawless briefing books
- Effectively coordinates logistics for a special event, product launch or trade show
- Demonstrates the ability to take comprehensive notes and drive client and agency reporting, including status reports, conference reports and MSRs
- Performs agency administrative functions in a timely and responsible manner (timesheets, MSRs, expense reports, vendor invoices, etc.)
- Has the ability to effectively juggle at least two, and sometimes up to four accounts and/or projects at a time, making sure that all get the proper amount of attention and results
- Provides proactive updates to supervisors on project status
- Communicates regularly with supervisors and teammates, both in terms of status and in terms of managing up, e.g. articulating to supervisor what one needs to do the job most effectively

- Receives favorable feedback from coworkers with regard to job performance, which is noted and documented in reviews
- Attends and actively participates in Double Forte and other training or professional development programs to increase skill set
- Understands and properly utilizes Double Forte's resources
- Maintains a respectful and professional attitude towards all coworkers and presents a consistent high level of enthusiasm for Double Forte and its clients

Promotion Track:

Expect to be in this position a minimum of one year to achieve mastery of account duties, develop ability to work on multiple accounts at once and successfully manage time, learn industry and account knowledge, judgment and interpersonal skills.

This job description in no way states or implies that these are the only duties to be performed by this employee. He or she will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.