



POSITION: Account Coordinator (AC) - Assistant Account Executive (AAE)

SECTOR: Health Services

AGENCY: Revive, www.revivepr.com

LOCATION: Nashville, TN or Santa Barbara, CA

YEARS EXPERIENCE:

- AC - 6 months preferred; at least one prior PR agency internship
- AAE - minimum 1-2 years of full-time employment experience, following college graduation

REPORTS TO: Account Supervisor/Senior Account Supervisor

THE POSITION

An AC/AAE is experienced in executing PR/communications tactics (writing press releases, media relations, collateral development, issues management/ grassroots programs) and social media/online advocacy. Strong writing/editing, pitching and project management skills are essential as well as an ability to multitask across a wide variety of programs and instill trust and confidence among multiple client contacts. The ideal experience is in the provider world – hospitals, health systems, physician organizations, specialty providers, or other caregiver organizations. Agency experience is preferred; in-house experience working for a provider organization is a plus.

THE RESPONSIBILITIES

- Write, edit and proofread materials including press releases, pitch letters, collateral, fact sheets and client reports/correspondences
- Build media lists and pitch media
- Demonstrate general knowledge of social media tools and digital communications
- Provide client service administration support; attend meetings, handle account management logistics
- Skilled at research; execute on research initiatives and leverage Internet-based PR and media research resources
- Compile client placements and analyze client media coverage/develop client media results reports
- Help train and/or supervise interns
- Participate in new business, including research and proposal preparation

THE ESSENTIALS

Education: Bachelors degree is required

Experience:

- At least one internship in a public relations setting for AC, 6 months experience preferred; for AAE 1-2 years of full-time employment experience, post college graduation. Agency experience is preferred; in-house experience working for a provider organization is a plus
- Proficient with AP Style and have the ability to draft basic documents (e.g. press releases, pitch letters, etc.)
- Be detail oriented and have the ability to multi-task and prioritize work assignments
- Excellent communication skills (written and verbal)
- Posses maturity, keen judgment, enthusiasm and strong people skills
- Strong computer skills
- Knowledge of Cision and other media driven programs a plus

- Be a self-starter, independent worker and also a team player
- Experience in public relations/media relations, social media, public affairs (an emphasis in grassroots preferred), campaign management, and/or issues/crisis management preferred
- Passion for wellness and healthy lifestyle preferred

The Qualities and Attributes You Need to Succeed:

- A drive to win and a focus on results
- A love of PR and issues management
- An “addiction” to quality thinking and performance
- A commitment to personal mastery
- An attitude of team abundance and a sense of humor
- A genuine care for others
- A habit of being truthful even when it hurts

THE FIRM

Revive is a national public relations firm specializing in Health Services and Healthy Living. Named “New Agency of the Year” in 2010 by *The Holmes Report* and “Best Agency to Work For” in 2011, Revive is the 15th largest health care PR firm in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care IT, and health & wellness companies. With 20 professionals on staff, Revive has offices in Santa Barbara, California and Nashville, Tennessee. To learn more, visit www.revivepr.com.