

PUBLIC RELATIONS ACCOUNT MANAGER

We're growing and we're looking for the right candidate to join our team!

About Us (Andrew Freeman & Co.)

Andrew Freeman & Co. is a boutique marketing and public relations agency serving the hospitality industry. We're a small company based in SOMA (with a satellite office in NYC.) We're passionate about what we do and our clients, which include notable companies in the wine, restaurant and hotel industries.

To learn more about AF&Co. please visit www.andrewfreemanandco.com

Please apply only if you meet the below criteria...

✓ **About You**

- 3-5 years experience. This is a mid level position
- Marketing/event management experience
- **MUST HAVE** strong passion and zest for food, wine and hospitality
- Hospitality experience a plus (hotel, food, wine)
- High energy and a positive get it done attitude
- Great client relations skills
- Responsive and responsible
- Media contacts
- Organized and computer savvy
- Ability to lead a department and a team
- Finger on the pulse
- Involvement with civic, industry and/or charitable organizations

✓ **About the Job**

- Oversee up to 5 clients accounts and provide strategic public relations direction
- Manage client accounts on a day to day basis (timelines, meeting minutes, client billing, etc.)
- Generate public relations results for our clients and contribute to our client's financial success
- Oversee social media campaigns and provide strategic direction
- Manage agency media database
- Work with the marketing department to develop dynamic promotions and programs that coincide with PR campaigns
- Develop new client leads, which include writing dynamic proposals
- Partake in office operations (we are a small agency)
- Source and oversee the best freelance resources - writers/graphic designers/photographers
- Provide regular status reports as needed
- Active community involvement—local SF and national professional/charitable organizations
- Represent AF&Co. at community, civic and business related functions and events
- Develop systems and metrics to track client and agency results
- Other tasks as they arise
- Flexible schedule. Weekend and evening work as needed

✓ **Major Duties and Responsibilities**

1. Create press releases and media alerts
 - Research/write releases that will include monthly round ups, calendars and clients (include tracking/measurement system)
 - Written pitches that outline press and action steps that will be executed to achieve pr goals for clients and agency
 - Create HTML media alerts for clients
 - Build a call list for your media contacts (new and current) and communicate with them by phone, email and personal invitations to dinner and lunch.
2. Develop new client leads
 - Research clients that need to be pitched for new business, collect information and deliver to the team for consideration. Prepare pitches as needed.
 - Write proposals and contracts/agreements
3. Client relations
 - Regular meetings with follow up notes
 - Demonstrate sincere interest in the clients' products – perform background and industry research
 - Develop creative press, marketing, promotional ideas – and implement them
 - Create and manage project timelines
 - Source and liaise with strategic partners
 - Active participation and contribution to the client's financial success
4. Events
 - Create and manage client events with timelines and action steps to keep client and agency informed
5. New media contacts
 - Read local and national publications on a regular basis and reach out to the writers who write about lifestyle, food and beverage.
 - Develop agency contact and press database

✓ **Other Responsibilities**

1. Assisting agency on all aspects of office operations
2. Pinch-hit for Agency President and Account Supervisors when needed
3. Source and oversee the best freelance resources - writers/graphic designers/photographers
4. Provide regular status reports as needed
5. Active community involvement—local SF and national professional/charitable organizations
6. Represent AF&Co. at community, civic and business related functions and events
7. Develop systems and metrics to track client and agency results
8. Other tasks as they arise

✓ **Compensation**

- Medical/dental benefits
- Salary dependent on experience
- Incentive plan for new business development and agency financial success
- Will entertain freelance and full-time applicants

*****NO RELOCATION STIPDEND**

Submit your resume to info@afandco.com