



PUBLIC RELATIONS ACCOUNT SPECIALIST

Status: Full Time

Compensation: based on experience + generous profit-sharing program

Benefits: Health insurance

Location: Fort Collins, Colo.

About WildRock: As a boutique public relations and marketing firm, WildRock specializes in giving businesses one-on-one attention to get the boost they need to outshine competition. Combining creativity, practicality and strategy, WildRock has the know-how to take brands to the next level through an innovative toolbox of solutions, helping our clients navigate the complicated landscape of public relations and marketing.

Our Philosophy: We are mature, positive, and collaborative professionals who respect others, embrace change, and are wildly creative!

Performance Expectations: WildRock is looking for a full-time Public Relations Account Specialist to provide a breadth of support for both new and existing client accounts with strategic supervision only. Content savvy and a self-starter, the PR Account Specialist will balance a variety of PR projects and deadlines for various clients with poise, while also helping Account Managers produce stellar PR placements and drive account ROI.

Abilities include but are not limited to landing both traditional media (TV, radio, newspapers, magazines, and trade journals) as well as influencer relations. Additionally, this role requires a high level of creativity and persistence to consistently land top tier placements through a proven Rolodex of contacts and long-established relationships with media members

Professional Competencies: Creative, organized, prompt, detail-oriented, business acumen, planning and project management skills, team player, excellent customer service orientation, and highly effective interpersonal communication and problem solver.

Conditions of Employment: Full time (40 hours per week/some weeks may be more), willing to travel, reliable transportation.

Required Experience/Proven Track Record in:

- Agency experience.
 - Specifically an emphasis in public relations, including a large Rolodex of media and influencer contacts to quickly drive results for WildRock clients.
- Client relations, recruitment and retention.
- Seamlessly managing client projects through project management system.
- Public Relations: proven ability to spearhead media relations, media list building, press release writing and distribution (including AP Style experience), proofing capabilities, fostering media relationships, experience with media monitoring with the ability to secure consistent coverage for a variety of brands, both B2B and B2C.
- Support ROI-driving PR campaign planning and announcements, including copywriting and



assisting account teams with crafting materials and assets that will drive PR placements and identify news hooks.

- Ability to tap into social media efforts to maximize PR placements and reach target audiences.
- Media event planning including tradeshow experience, pitching events and FAM trips.
- Coordinate PR reporting and metrics with the ability to drive month-over-month results.
- Stay current in PR trends through research, social media, webinars, training and competitor activity.
- Natural internal and external communicator, including presentation skills.
- Client expectations management, client retention and superior customer service.
- Relationship building with colleagues, clients and community.
- Microsoft Office, including Outlook, Word, Excel and PowerPoint, design skills a plus.
- Online research and databases, experience with CRM systems and list build systems like Cision.
- Business development responsibilities with the ability to seek new opportunities or grow current accounts.

We're looking for people with at least 3-5+ years of proven experience in public relations and marketing, specifically those with agency experience and graphic design capabilities.

Please submit the following by email, no calls please:

- Submit to info@wildrockpr.com
- Cover letter
- Resume
- Portfolio (link preferred)
- References