

## Account Manager

### About SociosPR

SociosPR is more than just an integrated communications firm. We are on a mission to increase cultural competence and inclusivity. We work closely with private companies and public agencies to create customized strategies that resonate with diverse audiences and produce significant results. We believe that culture is the compass to success so our SociosPR Values are woven into the fabric of all we do. As a Latina-owned business, the SociosPR team possesses a deep understanding of the complexities of multicultural communications, enabling us to effectively engage with a wide range of communities. Our team is committed to driving positive change and making a lasting impact on the communities we serve.

### What to Expect:

As the Account Manager, your primary duties include:

- Building and maintaining relationships with clients
- Collaborating with internal teams to develop presentations and sales pitches
- Creating marketing and integrated communications strategies and media proposals
- Managing client communications and writing reports
- Keeping other team members informed of client agendas
- Tracking budgets, spending, and revenue, and explaining cost factors to clients.

### Typical day at SociosPR:

- Be the primary point of contact for all client communications, proactively providing regular updates and responding to inquiries in a timely and helpful manner.
- Develop and implement PR strategies aligned with business goals, crafting insightful storylines and narratives that resonate with target audiences.
- Develop and distribute engaging content across a variety of channels, including press releases, media advisories, fact sheets, backgrounders, biographies, briefing books, contributed articles, letters to the editor, op-eds, and speaking opportunity abstracts.
- Establish and maintain relationships with key media and influencer targets, securing relevant coverage and activations.
- Organize and plan media relations events, such as press conferences, and provide technical and in-person support to clients during media interviews.
- Ensure the strategic alignment of all campaigns from conception to implementation.

- Create measurement plans aligned with short-, medium-, and long-term outcomes.
- Build and oversee external relationships with clients, partners, and vendors to ensure all schedules, timelines, and deadlines are being met.
- Develop weekly and monthly reports.
- Oversee and direct ongoing staff workloads, timelines, and deliverables
- Assist team efforts with new business pursuits, including actively identifying and suggesting new business leads, and representing the firm in new business meetings and industry events.

### **What We're Looking For:**

- Location: Greater Sacramento area
- Experience: 3+ years in PR, marketing, communications, or journalism
- Language: Bilingual in English and Spanish (preferred)
- Skills:
  - Strong organizational and time management skills
  - Excellent interpersonal skills, including empathy, emotional intelligence, verbal skills, and flexibility
  - Ability to develop and deliver effective presentations
  - Stellar written and verbal communication skills, including proficiency in AP-style and journalistic writing and editing
  - High levels of initiative, innovation, and creativity
  - Growth mindset and a willingness to work smarter

### **Why join our thriving team?**

- Uncapped growth and development potential
- Flexible work arrangements with mandatory in-person meetings
- Learning and development stipend
- 401(k) plan
- Comprehensive medical benefits
- Home office stipend
- Monthly phone/internet stipend
- Team volunteer days
- Corporate charity matching program
- Competitive salary (\$60,000-\$65,000) with bonus opportunities

### **Ready to take the next step?**

Email your resume along with a cover letter summarizing what makes you a great fit for our company and this position, to [Courtney@sociospragency.com](mailto:Courtney@sociospragency.com)

*SociosPR is an EEO/Minority/Female/Disability/Protected Veteran Employer. Legal authorization to work in the U.S. is a precondition of employment.*