



ROLES & RESPONSIBILITIES: Account Manager, Health IT Practice Group (Atlanta)

ARPR is ranked as one of the top Tech PR Agencies in the nation by O'Dwyers, and a Small Agency of the Year and Top Place to Work by PR News. Combined, our team executes integrated communications campaigns that #MakeNews in outlets such as TODAY Show, TechCrunch, WSJ; and #DriveLeads using a strategic mix of content marketing, social media and lead gen activities.

ARPR is seeking an account manager to play an integral role in our growing health IT practice group, representing clients that span the entire healthcare tech ecosystem - from EHR's to medical devices to AI-based diagnostics solutions. As a young, entrepreneurial company, the health IT account manager will gain first-hand experience and receive fast-track leadership opportunities at ARPR that one wouldn't acquire at a traditional agency. So, you if you have a passion for helping healthcare clients tell the story about how their solutions can improve and save lives, media pitching and experience with technical writing, as well as an understanding of the power of an integrated communications approach – this job is for you.

At ARPR we live by our team motto: Believe the best IN each other, Want the best FOR each other and Expect the best FROM each other. Our unprecedented commitment to professional development coupled with “jungle gym” of core capabilities and practice groups creates an environment that not only helps us to PROpel what's possible for our clients, but offers a unique experience for all members of the Army of Awesome to truly become PR powerhouses. We're also flexible, fun, collaborative and always enter each day with the desire to be our very best. Oh yea, outside of all the fun, this position also comes with a robust benefits package and perks such as no dress code, commission and bonus compensation programs, unlimited vacation and flexible workweeks. This position will report to the SVP and work very closely with the entire health IT practice group while also being accountable to our whole Army of Awesome.

RESPONSIBILITIES

ACCOUNT MANAGEMENT

Serve as account lead on two or more of ARPR's health IT accounts. Act as direct line of contact for clients, lead meetings and manage support teams with positivity, clarity and confidence to seamlessly manage projects and drive ongoing results. Work with account leadership and clients to develop strategic plans, including content calendars, tradeshow activations, social media plans, etc.

MEDIA RELATIONS

Lead media relations campaigns, including but not limited to press release writing, journalist pitching, staffing client press interviews, etc.

CONTENT CREATION

Draft content marketing pieces, including but not limited to byline articles, blogs, white papers and case studies as well as supporting social. Media content.

REPORTING

Measure clients' earned media, social media and marketing results, and effectively translate analytics into actionable insights to constantly drive success.

MENTORING AND COACHING

Continually co-mentor with the ARPR team and embody our Spirited Ideals in everything you do.



DESIRED SKILLS/PROFICIENCIES

- Agency experience required
- 3-4 years of media relations experience required, with proven successes in media pitching , content writing and an understanding of the healthcare industry.
- Relentless curiosity, a passion for learning, a service-minded attitude and a constant desire to be your best.
- Required experience with: Microsoft Office Suite, newswire service providers, media database systems, Google Analytics
- Familiarity with: SproutSocial, CMS platforms, HubSpot/Marketo/Pardot/etc., Basecamp (or other project management software), Google AdWords, Canva/InDesign/etc., Mac OS
- Understanding of and desire to learn B2B and B2C health IT innovation.

Send resume and cover letter (be creative!) to careers@arpr.com.