



ROLES & RESPONSIBILITIES: Account Manager, Cybersecurity 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 cybersecurity practice group, representing global clients that span the entire cybersecurity ecosystem - from machine learning driven email security and IoT security to AI-driven cloud security and more. As a young, entrepreneurial company, ARPR will offer the cybersecurity account manager first-hand experiences and receive fast-track leadership opportunities that one wouldn't acquire at a traditional agency. So, if you have a passion for helping clients within one of the world's fastest growing and most important industries tell stories about how their research and solutions can help reduce risk in the digital and physical worlds; are an aggressive media pitcher and experienced technical writer and have 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 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 Chief Operations and People Officer and work very closely with the entire cybersecurity 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 cybersecurity 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 and statement 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 or in-house cybersecurity company experience required
- 3-5 years of media relations experience required, with proven successes in media pitching, content writing and an understanding of the cybersecurity 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 cybersecurity innovation.

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