



ROLES & RESPONSIBILITIES: Account Manager – Atlanta or New Orleans

Headquartered in Atlanta with offices in New Orleans and San Francisco, ARPR is one of the fastest growing tech PR firms and was named 2014 National Small Agency of the Year by Bulldog Reporter. In 2016, we were the only PR firm on the Atlanta Business Chronicle's list of 100 Fastest Growing Companies, ranked the #5 Best Places to Work in Atlanta and named a TOP Place to Work by PR News! Most recently, we were ranked as one of the top 30 Tech PR Agencies in the nation by O'Dwyers.

In our five-year history, we've built a global client roster of high growth technology innovators and enterprise tech leaders. 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 excited to seek an account manager with 4-6 years of experience to support our growing company. The position will play an integral role in servicing a growing roster of clients ranging from global SaaS leaders to mobile hardware OEMs to medical device brands to cybersecurity solutions. As a young, entrepreneurial company, the account manager will gain first-hand experience and receive fast-track leadership opportunities at ARPR that one wouldn't acquire at a traditional agency.

RESPONSIBILITIES

- Serve as account lead on three or more of ARPR's technology 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.
- Lead media relations campaigns, including but not limited to press release writing, journalist pitching, staffing client press interviews, etc.
- Lead social media activations, including by not limited to social advertising, social media trainings, influencer marketing, and analytics reporting.
- Draft content marketing pieces, including but not limited to byline articles, blogs, white papers and case studies.
- Measure clients' earned media, social media and marketing results, and effectively translate analytics into actionable insights to constantly drive success.
- Support company marketing efforts by contributing thought leadership content, developing content, drafting award applications, attending related networking and professional development events, etc.



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

DESIRED SKILLS/PROFICIENCIES

- Agency experience required.
- Must-Know: Cision/Vocus, PRWeb, social media advertising platforms, Microsoft Office Suite, Google Analytics, Mac OS
- It'd be great if you knew: Google Adwords, SproutSocial, CMS platforms, CRM systems, Hubspot/Marketo/etc., Basecamp
- Understanding of the technology ecosystem - its players, challenges and opportunities, and a desire to learn B2B and B2C technologies and trends.

ARPR's culture is flexible and team oriented, but the position will report to the account leadership teams and the SVP while also being accountable to our whole "army of awesome." Position includes robust benefits package; and perks such as no dress code, unlimited vacation, flexible workweeks and generous professional development opportunities. Position will be based out of Ponce City Market. Send resume and cover letter (be creative) to careers@arpr.com.