**Company:**

**98Forward**

**Address**

**4219 Woodward Ave., Ste. 203, Detroit, Michigan 48201**

**Hiring Contact**

**Nat Synowiec, Senior Director – Operations**

[**nat@98forward.com**](mailto:nat@98forward.com)

**Jeremy Thomas, Senior Director**

[**jeremy@98forward.com**](mailto:jeremy@98forward.com)

**Open Position:** Senior Associate

**Reports To:** Senior Director

**Summary:** Responsible for assisting in managing all aspects of account work within their dedicated practice as well as performing administrative assignments as needed for the benefit of clients and the agency.

The Senior Associate plays a critical role within their practice by ensuring high-quality and accurate work is completed on time. The Senior Associate may support 4 to 6 client accounts and is expected to multi-task with high efficiency.

**Essential Responsibilities / Duties:**

* Develops and maintains productive relationships with clients, as well as with the editors, reporters, bloggers and influencers with whom they will regularly interact.
* Demonstrates excellent judgment and ability to solve problems on their own. They should be able to develop public relations, marketing and social media strategies and coordinate team efforts to implement them.
* Possesses excellent writing and editing skills. Ability to write to media and other marketing materials as indicated by account supervisor, including press releases, pitch letters, social media content calendars, program reports and memos. They must pay close attention to detail, particularly in editing, and be able to multi-task.
* Works with account leaders to develop and implement program strategies and public relations/marketing plans.
* Compiles and prepares reports on agency activities, including metrics on agency’s public relations, integrated marketing and social media results, press clip compilations, and media placement & digital analytics reports.
* Conducts media relations outreach, including pitching, compiling & maintaining contact lists, drafting media-ready materials, coordinating scheduling for client media appearances, and onsite support for client/media interactions.
* Assists on administrative assignments for the agency as necessary.

**Technical Skills:**

* Must possess excellent writing, editing and communication skills
* Must have strong project management skills with special attention to approval protocols, timelines and deadlines.
* Must pay close attention to detail, particularly in editing and reporting
* Must be proficient with Microsoft Office Suite, as well as other internet tools and technologies such as social media management programs, and media research and measurement programs.

**Interpersonal Skills:**

Develop and maintain productive relationships with internal and external clients, as well as with the editors, reporters, bloggers and influencers with whom they will regularly interact

**Requirements:**

BA/BS in Communications/Marketing/Public Relations/Integrated Marketing

* Minimum 1-3 years of professional public relations, marketing and/or social media experience, preferably within an agency environment

**To apply, send your resume to:**

[**hello@98forward.com**](mailto:hello@98forward.com)