



Branding | Public Relations | Advertising

13 S. 3rd Street, 4th Floor  
Philadelphia, PA 19106

[neffknows.com](http://neffknows.com)

## PR & Social Media Account Manager

### Job Description

9.1.21

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#### Job Description:

Neff, a full-service, integrated marketing agency, is seeking a full-time PR & Social Media Account Manager. The PR & Social Media Account Manager should have 4+ years of on-the-job experience working in the field of public relations, marketing, social media, and/or corporate communications for an agency or other organization. The PR & Social Media Manager must be able to manage the day-to-day public relations, social media influencer initiatives, and social media posting and engagement for several clients on a consistent basis. The PR & Social Media Account Manager will oversee monthly reports; participate in ongoing client meetings; assist with social media content posting and engagement; distribute press materials; secure media placements in regional, national and trade publications; draft and present new business proposals; and assist with social media influencer initiatives behalf of clients. Candidates for the PR & Social Media Account Manager position must be highly motivated individuals who have a background in public relations or marketing, excellent communications skills, strong writing capabilities and the ability to learn new skills quickly. To apply for this position, please share your resume and portfolio with [careers@neffknows.com](mailto:careers@neffknows.com).

#### Responsibilities:

- Supervise creation of client reports and documents, such as agendas and performance recaps
- Participate in client meetings
- Keep track of timely and trending topics in the news cycle
- Assist with monitoring clients' social media posts and interaction
- Brainstorm fresh new story ideas, pitch angles, and social content on a consistent basis
- Proofread and edit client ready materials in a timely manner
- Build relationships with key media contacts
- Secure earned media coverage (both regionally and nationally) on behalf of clients
- Assist in creating and presenting new business proposals
- Attend client events and industry networking events
- Coordinate social media influencer initiatives, partnerships and events

#### Education & Experience:

- 4+ years of related experience (agency, in-house, etc.)
- Undergraduate degree in Communications, Public Relations, Marketing, or relevant industry/internship experience
- Previous account management and client relations experience
- Team player with strong interpersonal skills
- Strong communication & writing skills
- Familiarity with social media channels, content creation, content calendars, and community management practices
- Experience interacting and communicating directly with clients
- Media relations experience
- Experience coordinating influencer initiatives & partnerships
- Deadline driven, ability to work in a fast-paced environment
- Experience utilizing PR and Social Media software/industry tools such as Cision, Critical Mention, Sprout Social, MuckRack, Meltwater, etc.

215.627.4747

