

Account Coordinator - Job Description

Based out of Raleigh, NC

We're looking for a motivated, early-career communications professional to join our team as an **Account Coordinator**. This role is designed for someone eager to grow in all areas of communications, PR, and marketing while also bringing hands-on skills in social media and digital marketing to help fill immediate needs for our clients.

As part of our collaborative team, you'll support client work across industries, contribute to creative campaigns, and play a critical role in ensuring our communications and marketing efforts are well-executed, timely, and impactful.

At Sinclair Agency, we're dedicated to telling the unique story of all of our clients - and ensuring their story reaches the right audience. From traditional public relations and communications to forward-thinking marketing campaigns, Sinclair is at the forefront of strategic engagement across the southeast. Join us and become an integral part of our collaborative team, where innovation and the success of our clients drive what we do.

As an Account Coordinator, you'll play a pivotal role in ensuring our team has the support needed to achieve the goals of our clients. From coordinating metric reporting to crafting compelling and engaging social media content, a creative and strategic mindset is essential.

What Will You Do?

As an Account Coordinator, you'll play a key role in supporting day-to-day strategy and execution across social media, marketing, and communications efforts. The role may include, but is not limited to:

- **Social Media & Digital Marketing**
 - Create, proof, schedule, and post compelling content across multiple platforms.
 - Assist in planning, launching, and monitoring paid digital and social campaigns.
 - Track performance metrics and provide data-driven recommendations for optimization.

- **Client & Team Support**

- Collaborate with account leads and leadership on communications and marketing strategy.
 - Support media relations, research, copywriting, and proofreading across client accounts.
 - Maintain project records and timelines using internal tools (e.g., Monday.com, Dropbox, Meltwater).
 - Assist with developing and refining creative assets by working with designers and vendors.
- **Content & Campaign Development**
 - Help craft marketing and PR materials, including digital, print, and event-related content.
 - Participate in brainstorming and idea generation for client campaigns.
 - Support digital needs such as website updates, video content direction, and campaign maintenance.
- **Analytics & Reporting**
 - Collect and analyze data from digital campaigns, social media, and communications efforts.
 - Prepare regular reporting for internal teams and client presentations.
- **Professional Development & Growth**
 - Train to participate in client-facing meetings, supporting the presentation of strategy and results.
 - Gain exposure to a broad range of industries and communication challenges.
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Are You The Right Fit?

We're looking for someone with:

We're looking for someone excited to learn and contribute right away. The ideal candidate will have:

- **1 year of relevant experience** (*preferred*) in marketing, communications, public relations, or social media (relevant coursework, internships, agency, or in-house roles welcome).
- A **Bachelor's degree** in Marketing, Communications, Advertising, PR, or related field.
- Strong **copywriting, editing, and proofreading** skills.
- Familiarity with **social media management tools** and basic knowledge of paid digital advertising platforms.
- Comfort in analyzing performance data and translating it into actionable insights.
- A collaborative spirit, strong organizational skills, and attention to detail.
- A creative eye for content and willingness to work with designers and vendors on creative projects.

What's In It For You?

- Flex Fridays: Enjoy a better work-life balance with flexible Friday schedules.
- Paid Time Off: Graduated system of PTO based on tenure, with up to 10 days starting in your first year.
- Continuing Education: We support your growth with opportunities for further learning and professional development.
- Performance Bonuses: Potential to earn bonuses based on your hard work and success.
- Full Benefits: We cover 100% of your health, vision, and dental insurance, along with company parking.
- Other benefits: Optional short-term, long-term disability and life insurance
- Career Advancement: Opportunities for growth and advancement within our company.