

OVERVIEW

A coordinator holds an entry-level position involving administrative and consulting support responsibilities. He or she is expected to have a preliminary understanding of the principles and practices of public relations, may support tactical implementation on behalf of NATIONAL's clients and works under the supervision of senior staff.

REQUIREMENTS

- College or university degree in public relations or a relevant field or studies towards completing post-secondary degree
- Up to two years of related or general work experience
- Post-secondary courses in public relations or a relevant field
- Junior-level writing skills
- Excellent interpersonal and telephone skills

RESPONSIBILITIES

Business Development

- Assist new business development by doing research, collecting information, creating competitor profiles, etc.

Consulting Process

- Conduct basic research to support client mandates
- Compile and manage databases and lists
- Attend meetings as part of the consulting team and prepare meeting notes
- Participate in initial preparation for events
- Supervised involvement in media relations
- Elementary writing for editing by senior staff
- Document public relations projects
- Prepare media reports and lists
- Manage supplier relationships for client
- Demonstrate interest for media/stakeholder relations

Team Management

- Provide support to team members and accounts within his or her practice and to colleagues in general when required
- Handle ongoing administrative duties, including preparing documents and presentations, faxing, filing and photocopying
- Arrange and coordinate meetings and handle associated logistics (i.e., catering arrangements, greeting clients, boardroom setup)
- Keep senior team members informed of work in progress
- Keep senior team organized and aware of important deadlines

General and Fiscal

- Provide support to budget development and management
- Adhere to budgets
- Ensure that assigned responsibilities are completed efficiently, effectively and on time
- Participate on internal committees and in planning of company initiatives
- Provide coordinator services to other business units as required
- Proactively meet billing targets and seek out work

HR Management

- Demonstrate responsibility for own individual development and expand knowledge through direct experience, internal development and training courses, as necessary
- Adhere to high standards of service excellence for the Firm and the client

SKILLS

- Junior writing skills with demonstrated potential for more advanced work, i.e., work will require a number of edits and redrafts
- Ability to create and manage databases
- Strong demonstrable computing skills with all the main programs used by the company e.g., MS Word, Excel, PowerPoint, FileMaker and Access

PERSONAL ATTRIBUTES

- Exemplifies the core values of the Firm: quality, innovation, commitment, respect, collaboration, integrity and responsibility
- Energetic and hardworking
- Strong organizational skills
- Willing to share information and ideas
- Flawless attention to detail
- Professional attitude and demeanour
- Works with a sense of urgency
- Adaptable to different client situations and cultures