



exceptional
communicators

APEX PR Looking for an Integrated Communications Account Coordinator

We're looking to add a full-time Account Coordinator to our Vancouver team! This role is a hybrid of remote and in-person.

We are looking for someone who isn't afraid to dive in, test and learn, challenge the status quo, have a mentorship mindset, all while leading by example and having fun doing it!

APEX/ruckus was named one of the Globe & Mail's 300 fastest growing independent companies in 2019 and we just keep getting better. Clients such as Levis, New Balance, RE/MAX, Yeti, WW, Ubisoft, Door Dash, Roku and Walmart to name a few – work with us due in large part to our team's track record for creating exciting, disruptive, and results focused market-leading work.

Our “agency within an agency” structure with our sister digital agency, ruckus, allows every member of our team the complete flexibility to work collaboratively and cross-train between each of our core disciplines. APEX has been the winner of both IABC/Toronto Agency of the year and CPRS Best in Show Award multiple times.

These achievements are a strong reinforcement of the work we do for our clients, but it is our unwavering commitment to our team – the people who create our award-winning content and are on the front lines with clients – that has positioned APEX as one of the most interesting places to work.

Job Description – APEX Coordinator Extraordinaire!

Ideal for someone who thrives in a collaborative and creative environment that offers new challenges and opportunities daily. We have a team-oriented, high-energy atmosphere, ideal for a creative, outgoing person. Candidates must possess an entrepreneurial-spirit and enthusiasm to support the initiatives and strategies of the assigned account team. Preference will be given to those with previous agency or PR and digital experience. The Account Coordinator will report to a Senior Consultant.

Key Responsibilities Include, but not limited to:

- Provide exceptional results for our clients in social media communications, public relations, events, and media relations
- Exhibit a solid understanding of client information including general business strategy, industry issues and key stakeholders
- Help develop award-winning, insightful and creative ideas to drive results and brand influence for our clients
- Craft and deliver targeted content: write, edit and proofread a full range of materials, such as content calendars (including quick photo and video development), press releases, fact sheets, pitches, blog posts, client emails/reports, status grids, activity reports, etc.
- Help manage influencer-based campaigns – work with the account team to brief influencers, manage content execution, client feedback and track results
- Be relentless in the pursuit of program effectiveness: manage day-to-day program activities, overall program implementation, monitoring and evaluation
- Draft, edit and provide highly engaging content to all media materials including editorial pieces, media advisories, press releases, fact sheets and briefing books. Strong writing skills are required.
- Demonstrate abilities as a creative thinker and encourage others to think outside the box

- Build strong relationships with media contacts (written and verbal outreach) while effectively managing media lists
- Ongoing tracking and knowledge of industry & brand best practices
- Participate in client presentations and support new business pitches specific to social and web strategies, investigative research, campaign analysis, monitoring, etc.

Our successful candidate will possess some of the following attributes below. This is just a starting point – if you feel you don't meet the suggested experience and/or skills, we still encourage you to apply!

Who you are:

- Post-graduate diploma in Public Relations, Corporate Communications or related discipline
- Ideally, 1 year of experience in public relations with consumer/lifestyle/corporate brands
- Experience in media relations, social media, event management and influencer relations; event planning and execution experience is a plus
- Experience with social media platforms such as Facebook, Instagram, Twitter, Pinterest, etc. is a bonus
- Excellent presentation and communication skills, and is a dynamic team player
- Superior time management and organizational abilities
- Shows strong initiative as an entrepreneurial thinker to take independent actions and calculated risks
- Strong interpersonal abilities to effectively manage all internal and external relationships
- Ability to be flexible in a changing work environment and work well under pressure

To apply, please e-mail your résumé to hr@apexpr.com. We thank all applicants, but only those selected for an interview will be contacted.

If you require any accommodation during the recruitment process, please reach out to hr@apexpr.com.