



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

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# Job Board Posting



Careers.Indigenous.Link

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## Public Relations Account Coordinator

<b>Job ID</b>	<b>2B-40-1C-74-2F-4E</b>
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=2B-40-1C-74-2F-4E">https://careers.indigenous.link/viewjob?jobname=2B-40-1C-74-2F-4E</a>
<b>Company</b>	Media Profile
<b>Location</b>	Toronto , Ontario
<b>Date Posted</b>	From: 2020-12-03 To: 2021-02-01
<b>Job</b>	Type: Full-time Category: Creative Media and Writers
<b>Languages</b>	English - Bilingual English/French An Asset

### Description

Media Profile seeks a dynamic, results-driven, multi-tasker with exceptional attention to detail for a public relations Account Coordinator role. The qualified candidate will thrive in a fast-paced public relations and creative agency, has a passion for media relations, enjoys and is proficient with reporting and metrics, has knowledge of the Canadian media landscape, and possesses exceptional time management skills. The candidate will have the opportunity to work with global brands.

#### Essential Duties and Responsibilities

- Media reporting â€œ develop comprehensive coverage reports that include media and social media stories/mentions, daily monitoring for clients, and use monitoring services.
- Media relations â€œ develop comprehensive media lists that include print, broadcast, and online outlets, pitch story ideas and develop relationships with media, and manage Media Profileâ€™s proprietary media database.
- Event coordination â€œ coordinate logistics for virtual and in-person events, source suppliers, and proactively assist at events.
- Writing â€œ produce first draft of materials such as media advisories, reports, and media pitches. Assist with drafting social media copy and editorial calendar creation.
- Research â€œ conduct research on behalf of clients and for new business pitches.
- Account administration â€œ create meeting notes and other account administration materials, coordinate media drops and format presentations.

#### Qualifications and Experience

- Bachelorâ€™s degree preferred in communications, journalism or a public relations-related discipline
- Experience working in an agency or multi-brand environment is considered an asset
- Strong verbal and written communications skills with the ability to articulate in a clear, concise and compelling manner
- Experience and understanding of media relations
- Knowledge of the Canadian media landscape
- Extremely organized with the ability to multi-task in a fast-paced environment with tight deadlines
- Proactive with the ability to provide strong follow-through on projects
- An organized self-starter capable of working alone or in teams
- Ability to accept direction, with an outstanding work ethic

#### About Media Profile

Media Profile is Canadaâ€™s largest independent, employee-owned PR agency. We are a full service public relations and creative agency. We are headquartered in Toronto, with about 35 people working on traditional public relations, corporate communications and strategic planning, audience audits and expansion, social media strategy and execution, creative and digital content production, and research and performance.

#### How to Apply

We thank all applicants for their interest, however only those candidates selected for interviews will be contacted. Please click apply now to submit your cover letter and resume.