

**Wireside Communications**  
**Program Coordinator, B2B Tech PR**

Wireside Communications, an award-winning independent public relations agency focused on high tech B2B communications, has an immediate opening for a Program Coordinator in our office in Richmond, VA. The candidate may also work remotely. We're seeking candidates with at least two prior public relations, marketing, social media or political internships. The Program Coordinator will work closely with the senior team to manage day-to-day operations of client accounts, execute tactics, and produce deliverables as specified in client programs. These programs include: content creation, national and international media relations, analyst relations, blogger relations, social media, news releases, speaking engagements, awards, industry monitoring and rapid response, writing and ongoing materials development. Additionally, Program Coordinators participate in agency marketing, particularly agency social media efforts, and day-to-day operations of the agency.

We're seeking candidates that are smart, ambitious and hard-working. You'll receive well rounded experience working on high profile, international public relations and events for Fortune Global 50 companies, universities and non-profit organizations. We offer a comprehensive benefits package which includes: a competitive salary; generous IRA contribution; health insurance and/or additional compensation to cover health insurance purchased through the Affordable Care Act; dental insurance; and life and long term disability insurance. In addition to 10 paid vacation days and 10 paid holidays per year, Wireside is closed between Christmas Eve and New Year's Day.

Wireside Communications was named Small Agency of the Year (Silver) by Bulldog Reporter in the organization's 2013 Stars of PR Awards for Outstanding Achievement by Communications Agencies and Professionals. Wireside Communications' clients are Fortune Global 50 companies, pioneering university laboratories, and global non-profit organizations that advance the Internet's development. For more information on Wireside Communications, please visit: <http://www.wireside.com>.

**Responsibilities: Influencers**

- Press & Analyst Relations: Tracks, analyzes, and summarizes client and industry news and information with thoughtfulness and context; creates clip books; prepares briefing sheets and briefing books; builds and maintains target lists; very good at social media monitoring
- Speaking Engagements & Awards Programs: Researches speaking opportunities; builds and maintains speaking and awards databases
- Content Creation: Excellent writing and editing skills; writes and edits materials (executive biographies, social media, blog posts)
- Internet Research: Conducts, analyzes, and provides sound recommendations based on research

**Responsibilities: Internal and Client Teams**

- Project Management Skills: Demonstrates a high level of initiative; performs well under pressure; takes accountability for actions; is solutions oriented, resourceful and knows how to prioritize tasks or assignments; demonstrates a high level of organizational skills; meets deadlines; acute attention to detail; comfortable working with Wireside team members and

clients who are working online but not in the same office and not in the same time zone; team player

- Client Knowledge: Reads trade press and client news to gain understanding of high tech industry, as well as clients' businesses; watches, listens to and reads national and world news daily; is on top of current events; demonstrates understanding of the larger media landscape, including Internet usage trends and general business trends
- Client Relations: Attends team meetings; demonstrates professional conduct and demeanor; proven ability to follow discussions over email
- Account Management: Helps prepare activity reports, meeting recaps, and client measurement presentations
- Agency Operations: Contributes to agency marketing efforts including awards, social media, blog posts and WordPress updates; participates in new business process; represents Wireside well at all times; tracks time; supports general agency administrative tasks

### **Qualifications**

- Bachelor's degree
- At least two previous public relations, marketing, social media or political internships
- Previous agency experience is preferred
- Experienced with social media platforms (Facebook, Twitter, LinkedIn, WordPress)
- Use standard office technologies such as MS Office, PowerPoint, Internet and online services, Skype
- Use of standard PR tools such as Cision, Pitchengine, Business Wire, HARO, etc.

### **Benefits**

The workplace culture at Wireside is reflective of the collaborative spirit of the agency – while the work is fast paced and challenging, the agency ethos is to be supportive and transparent. Wireside offers a comprehensive benefits package to full time employees, which includes: a competitive salary; generous IRA contribution; health insurance and/or additional compensation to cover health insurance purchased through the Affordable Care Act; dental insurance; life and long term disability insurance. In addition to 10 paid vacation days and 10 paid holidays per year, Wireside is closed between Christmas Eve and New Year's Day. Company sponsored happy hours and free lunches are regular events.

### **Other open positions**

If you are interested in other positions, we welcome resumes from experienced and talented candidates for the positions of account executive (2- 4 years of experience) and account supervisor (5-7 years of experience).

### **Apply!**

Please send your resume and cover letter to Kelley Blanchard, Operations Manager, [kblanchard@wireside.com](mailto:kblanchard@wireside.com). If you have a portfolio, clip book, website, or blog please send that along too! Thank you!