

Job Description **Manager, Consumer Engagement Marketing & Public Relations**

We are looking to add a collaborative, resourceful, fast-thinking, multi-tasking machine to our cabal of the same. Your role will be to work with senior members of the agency to develop and execute outstanding, non-traditional consumer marketing campaigns of exceptional quality, on time and on budget, for local, regional, and national clients.

What is 206Agency? Recognized as one of the best places to work in Washington, we are a rapidly growing eleven-year-old non-traditional marketing agency based in Seattle. Our client roster is peppered with the biggest of international brands and many regional brands, for which we assemble creative, comprehensive campaigns. Many of our clients have been with us for years, and keep coming back for more. Our new clients quickly become a part of the family.

Key responsibilities and required skills include:

- **Project Management:** With support from account leads, manage project plans from start to finish. This includes project objectives, details, work-back schedules, timelines, and other logistics. This requires excellent planning, organization and prioritization skills, including the ability to identify key client deliverables, the most effective strategies to achieve them, and the operational experience to oversee implementation of programs.
- **Media Relations & Social Media:** Work with senior members of the agency to develop compelling market solutions that exceed client expectations, including newsworthy events and story pitches. Conduct direct media outreach and develop a wide range of materials including news releases, op-eds, key messages; talking points, project recaps and coverage reports consistent with AP style and brand voice. This requires strong working relationships with media contacts; a working knowledge of news outlets and social media channels; experience working with media databases, newswires and media monitoring vendors; and experience in developing social media strategy and the integration of social media strategies and tactics into all aspects of public relations and consumer engagement efforts.
- **Communication:** Work closely with clients on a day-to-day basis. Provide clear and actionable information related to projects. Build a rapport with clients and be seen as a trusted advisor to clients. This requires excellent written and verbal communication skills, including the ability to present ideas effectively and communicate with clients, vendors, press and others on the phone, via email and in person. It requires excellent listening skills, to ensure the clients goals are both clear and being achieved, and may require the ability to explain and persuade the client regarding the rationale of a particular strategy or tactic of the campaign.
- **Team Collaboration:** Maintain solid relationships with internal departments and team.
- **Accountability & Initiative:** Ability to deliver work on time and as promised. This requires a great work ethic and being a self-starter, as well as the ability to juggle multiple projects. Ideal candidate is ambitious and willing to provide assistance whenever and wherever needed, including possible nationwide travel on short notice.

EXPERIENCE: We're looking for someone with strong broad-based consumer marketing expertise, including disciplines such as event planning/execution, media relations, social media, branding and advertising. Three to five years of related experience with rapidly increasing responsibility in a full-service advertising agency is ideal.

If you are interested in the position and meet the requirements listed above, please send a cover letter and resume to careers@206Agency.com. Hint: If you'd like to rise to the top of the pile, please include in your cover letter brief and specific examples of times when you achieved success related to the five areas of responsibility detailed above.