

Argentina Jobs Expertini®

Media Relations Coordinator (Argentina)

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Company: 1840 & Company

Location: Argentina

Category: office-and-administrative-support

Our client is an established international public relations agency, utilizing newly established patterns to create timely Anti-PR campaigns comprising both traditional and the latest proven media methods. We are seeking a Media Relations Coordinator to leverage strategic communication to enhance clients' campaigns, orchestrating media relations to ensure effective message resonance. Rate in USD: \$12 per hour Working Hours: 8am to 5pm EST or 9am to 6 pm EST with 1 hour lunch break The Anti -PR Media Relations Coordinator plays a key role in managing communications between our clients and the media. Their goal is to boost our clients' public image and establish their reputation in the media world. This job requires a good understanding of how news works and the ability to communicate strategically, making sure our clients' messages are effectively shared and make an impact. They focus on achieving positive media presence and ensuring it aligns with our clients' objectives. Responsibilities : Timely follow-ups with reporters and clients for media opportunities. Research and evaluate media outlets for client suitability. Create and update targeted media contact lists. Craft and disseminate aligned interview and placement emails. Develop diverse-angle media pitches and personalize messages. Schedule strategic media pitches considering timing and relevance. Contribute insights to Media Relations Creative Meetings. Implement precision in PRS email distributions via Cision. Own the byline article process, ensuring alignment with client goals. Review drafts, provide constructive feedback, and facilitate seamless submission. Conduct thorough research on relevant topics and stay informed about industry news. Use AI for effective communication, media trend analysis, and content customization. Evaluate pitch tone using AI, track

performance, and refine strategies. Verify scheduling details for client interviews and proactively update project management tasks. Maintain accurate Media Relations Stats for clients, tracking pursued opportunities and successful placements. Requirements Minimum of 3 years of experience in Digital Marketing and Content Writing. Fluent in English: C2

Exceptional Communication: Precision in crafting and delivering messages with a strong storytelling prowess to engage and persuade audiences. **Organizational Excellence:** Impeccable organization and time-management skills, detail-oriented to ensure efficient workflow and project execution. **Strategic Thinking:** Data-driven approach and strategic precision in planning and problem-solving, with an innovative mindset to tackle complex challenges. **Creativity and Adaptability:** Agile adaptability to navigate and thrive in dynamic environments, utilizing creative thinking for novel solutions. **Results-Driven:** Focused on delivering measurable outcomes, backed by research acumen to inform and drive successful strategies. Proficient in using AI for effective communication, crafting engaging media messages, bylines, and improving narrative clarity. Skilled in using AI for media trend analysis, understanding journalist interests, and planning pitches. Must possess your own laptop/desktop that meets the following minimum qualifications: Processor: Core i5 or higher RAM: 8GB or higher Must have a reliable internet connection with the following bandwidth requirements: Minimum Download Speed: 6 Mbps Minimum Upload Speed: 5 Mbps A quiet, private place in your home where you can work without background noise and interruption.

Benefits: Work from home Access to diverse projects Opportunities for professional growth Collaboration with diverse teams No commute time No dress code (unless there's a meeting!) Eco-friendly work lifestyle Exposure to a multicultural team Potential for long-term engagement Improved work-life balance

About 1840 & Company 1840 & Company is a global leader in Business Process Outsourcing (BPO) and remote talent solutions, dedicated to propelling businesses forward through our comprehensive suite of services. We specialize in connecting companies with world-class freelance professionals and delivering top-tier outsourcing services, across over 150 countries worldwide. Our mission is to empower growth for forward-thinking businesses, seamlessly bridging any skill or resource gaps with our expertly vetted talent pool. We firmly believe in fostering an environment where exceptional individuals can achieve an optimal work-life balance, working remotely from any location, while maximizing their professional growth and earning potential. We are headquartered in Overland Park, KS, USA with service delivery facilities in the Philippines, India, Ukraine, South Africa and Argentina. We invite you to explore the opportunities we offer and

consider joining our exclusive network of global freelance talent. Visit www.1840andco.com to learn more about us. To explore a wealth of career opportunities and find a role that suits your unique skills and aspirations, please visit our dedicated jobs portal at jobs.1840andco.com Powered by JazzHR

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