



PR & Marketing Coordinator – Boston

Bolt Public Relations, an award-winning public relations, marketing communications, events and social media agency with offices in California, Massachusetts, North Carolina and Texas, has an immediate opening for an experienced PR & marketing coordinator to join our Boston team! This is an opportunity for a highly organized and results-driven professional to grow in a fast-paced environment. Bolt clients span a wide variety of industries, including technology, education, nonprofit, health and fitness, beauty, and restaurant and hospitality.

This is a PR and marketing position with primary functions that include community relations, grassroots marketing, event coordination, social media marketing and media relations.

Requirements:

- A degree in communications, public relations, marketing, journalism or related field
- Two to three years experience in field marketing, event coordination, public relations or similar role
- Outgoing and driven to build relationships with consumers, businesses, community groups and media partners
- Creativity and initiative in brainstorming new ideas, developing plans and problem solving
- Excellent written and verbal skills
- Strong organizational and interpersonal skills

Essential responsibilities include:

- Plan, coordinate and execute grassroots marketing and cross-promotional opportunities on behalf of the agency's clients
- Event coordination and publicity
- Social media strategy and support
- Local market research, such as news and event monitoring, community group and business contact list research, and media and influencer list development
- Proactive outreach to media contacts including bloggers and influencers, and development and coordination of resulting opportunities
- Copywriting and collateral development, including press releases, media advisories, newsletters, articles, press kits, case studies, cross-promotional marketing materials and more
- General support of senior staff

Expectations of position:

- A commitment to exceeding expectations
- A high sense of urgency at all times
- Ability to multitask and work in a very fast-paced, deadline-driven environment
- Reliability and regular, on-time attendance
- Ability to excel in both individual and team environments, and willingness to be a team player
- Positive representation of the agency and its clients at all times

Position title and competitive salary commensurate with experience. Bolt provides a comprehensive benefits package including paid vacation time, medical insurance and 401k plan.

To Apply:

Think you have what it takes? We would love to hear from you! To be considered for this position, please send your cover letter and resume to careerMA@boltpr.com. No phone calls please.