

## Communications Specialist

### ABOUT THE JOB

Looking to join a full-service creative agency and make an immediate impact? AccessU is seeking a Communications Specialist to create compelling content across digital platforms, support media relations efforts and help tell our clients' stories in creative ways. This role combines copywriting, social media expertise and traditional PR skills to drive brand awareness and increase engagement with key stakeholders.

In this position, you report to the Director of Public Relations.

### YOUR FOCUS

- Create engaging content across multiple platforms - including social media posts, blog articles, website copy, press releases and bylined articles - that align with the client voice and objectives
- Create compelling social media copy and support content planning alongside our social team
- Support the execution of integrated PR and communications campaigns, contributing to both strategy discussions and tactical implementation
- Build and maintain relationships with journalists, influencers and key media contacts to secure meaningful coverage for our clients
- Provide real-time monitoring and reporting on communications efforts, connecting results to client KPIs
- Assist with crisis communications efforts by developing draft materials and monitoring coverage
- Support special events planning and coordination
- Collaborate across the agency to ensure PR efforts amplify lead generation and brand awareness goals

### WHAT YOU POSSESS

- 2 to 4 years of experience in communications, public relations or related field
- Excellent written and verbal communication skills, with the ability to craft compelling messages and adapt writing styles for different audiences and platforms
- Experience with social media management tools and platform best practices
- Proven ability to meet deadlines and manage multiple projects in a fast-paced environment
- Strong attention to detail and commitment to quality

- Collaborative mindset and ability to work across teams
- Bonus Skills:
  - Experience with media monitoring tools
  - Basic design skills or willingness to learn
  - Knowledge of SEO best practices
  - Experience in our core client industries

## BENEFITS

Join AccessU's innovative team and play a pivotal role in driving our agency's success. We offer a competitive salary, a vibrant and creative work environment, and opportunities for professional growth. Apply now to become part of our team of passionate professionals.

- Competitive salary with performance-based bonuses
- Generous PTO and flexible working arrangements
- Comprehensive health and wellness package
- Company Retirement Plan

## ABOUT ACCESSU

As a full-service creative agency, AccessU specializes in websites, videos, and smart digital strategies. Our passion is generating leads and exceeding KPIs. Our mission is helping our clients live their mission. At AccessU, we take care of business with three core values: tenacity, care, and beauty.

We are curious by nature; nimble, scrappy, and low maintenance by design. We fervently dig into a brand, and it becomes our own.

We're not the biggest agency in the world, but that only ignites our competitive spirit. For us, every job is a chance to prove ourselves and outdo ourselves.

Responsiveness is our superpower. We're fast, but we're obsessed with the fine details. We deliver quality, yes. We just do it quickly. We're also the kind of agency where every client is everyone's responsibility, where we're all invested in a client's success.

Diversity of people and perspectives is one of our greatest strengths.

Do something big with us!