Account Coordinator (AC), Hong Kong

Your Journey Begins

You’ve had an internship or two and are now ready to jumpstart your PR career. You’re on the hunt for a work environment that will both challenge and mentor you. Enter The Hoffman Agency, an international public relations and integrated marketing communications company that crafts stories to build brands. We are seeking ambitious, bright account coordinators with a knack for storytelling, innovating and learning new things.

The Plot Thickens: Job Description

Account coordinators are expected to have foundational experience in the following tasks to support their clients and internal teams:

- **Media monitoring**: Scan for client and industry media coverage, deliver client-ready reports, etc.
- **Research**: Compile relevant speaking and awards opportunities, put together preliminary findings for new business pitches, etc.
- **Media relations**: Monitor and flag editorial opportunities, research media contacts, draft media pitches, compile media lists, foster media relationships and create reporter briefing sheets
- **Writing**: Draft social media posts, press releases, award abstracts, PowerPoint presentations for client speaking programs, messaging points, etc.
- **Reporting**: Compile monthly metrics reports for client billing purposes

Attributes of the Protagonist (That’s You)

- Inquisitive
- Accountable
- Creative Thinker
- Independent
- Proactive
- Witty
- Team Player
- Organized

The Hero’s Background: Qualifications

- Good command of written and spoken English and Chinese; good command of spoken Mandarin a plus
- A working knowledge of Microsoft Windows 7/8.1 and Microsoft Office 2010/2013 which includes Word, Excel, Outlook and PowerPoint
- Bachelor’s degree in Business, PR/Advertising, Communications, Journalism or Linguistics
- Possession of a leadership role in any extracurricular activity
- Relevant internship experience

Interested candidates, please email your resume, including references, salary expectations and a cover letter to ResumeHK@hoffman.com. Only shortlisted candidates will be contacted.
**Intern, Hong Kong**

**Chapter One**

You’re ready to get your feet wet in the PR world and want to make sure you find the right place to nurture your ambitions. The Hoffman Agency is an international public relations and integrated marketing communications company that crafts stories to build brands. We are seeking intelligent, determined interns with a passion for storytelling, creativity and learning.

**The Plot Thickens: Job Description**

Interns will be asked to carry out the following tasks to support their teams:

- **Media monitoring**: Scan for client media coverage and compile reports
- **Research**: Compile relevant speaking and awards opportunities, put together preliminary findings for new business pitches, etc.
- **Media relations**: Monitor and flag editorial opportunities, compile media lists, and create reporter briefing sheets
- **Writing**: Draft social media posts, press releases, media invites, etc.

**Attributes of the Protagonist (That’s You)**

- Critical Thinker
- Reliable
- Resourceful
- Curious
- Fearlessness (of market complexity)
- Initiative
- Sense of Humour
- Collaborator
- Organized

**The Hero’s Background: Qualifications**

- Good command of written and spoken English and Chinese; good command of spoken Mandarin a plus
- A working knowledge of Microsoft Windows 7/8.1 and Microsoft Office 2010/2013 which includes Word, Excel, Outlook and PowerPoint
- Pursuing a Bachelor’s degrees in Business, PR/Advertising, Communications, Journalism or Linguistics
- Possession of a leadership role in any extracurricular activity

If interested, please email your resume, including references and a cover letter to ResumeHK@hoffman.com. Only shortlisted candidates will be contacted.