



ACCOUNT COORDINATOR

BLNKPG is a marketing agency focused on agriculture clients, located in downtown Indianapolis. We are seeking an account coordinator to work with our account management team on client efforts. The account coordinator will be asked to participate in client meetings, and will engage with team members on developing and executing client work on a regular basis.

WHY WOULD YOU WANT TO WORK HERE?

This role is the gateway into the marketing core of every agriculture business. You get to see firsthand – and impact – the campaigns you’ve been seeing every day. So, it’s pretty cool. You’ll get to challenge yourself to take the skills you’ve honed and enhance them through some pretty in-depth, ‘you want us to do what?’ moments. Really, it’s a great time. All joking aside, it’s how we all started. You learn everything from the ground up, something that makes you valuable in any role.

ROLES AND RESPONSIBILITIES:

- Provide day-to-day client service and support
- Participate in team brainstorming and strategy sessions
- Copywriting - collateral, press releases, social posts, media outreach, etc.
- Develop and implement approved business plans: social, direct mail, email, etc.
- Provide assigned project oversight, including proofreading, routing, spec sheet creation, etc.
- Create and assess metric reports for goal achievement
- Learn project-tracking system and manage project workflow

APPLICANT REQUIREMENTS:

- College or university graduate - business, communications, marketing, technical, or agricultural degree preferred
- Some communications, journalism or marketing background is preferred
- Background in agriculture is ideal, but not required
- Ability to learn quickly in a fast-paced setting
- Ability to work independently, as well as with a team
- Ability to manage changing priorities, and use time effectively
- Track record of setting goals and measuring success metrics
- Organized, detail-oriented problem-solver
- High verbal and written communication skills - copywriting examples ideal
- Willingness to learn new subject matter on a regular basis
- Social media and digital savvy