

Senior Account Executive Responsibilities

Words At Work is looking for an outgoing doer, strategic thinker and relationship builder for its growing Public Relations team. Our next SAE must be a self-starter who wants to flex their leadership muscle and isn't afraid to dive into the deep end to execute on any level of a campaign. This role will develop and execute strategic public relations strategies that achieve clients' KPIs, apply best practices of public relations and maintain all aspects of client accounts. Over time, the SAE will listen and understand the client's needs to ultimately grow the relationship (and the overall PR book of business) through exceptional results.

RESPONSIBILITIES:

Media relations:

- Develop and finalize drafts of internal and external documents: pitches, news releases, talking points, fact sheets, bios, agendas, basic newsletter and website content, creative briefs
- Lead accounts and strategize to create public relations plans for clients
- Provide strategic insight and expertise on integrated PR, marketing & social media campaigns that address client challenges and goals
- Hold and cultivate excellent relationships with media on the local, regional and national level, and across all mediums to deliver results on behalf of all clients
- Monitor media coverage and report results to the wider team and clients
- Handle clients' organic social media accounts such as their Twitter, Facebook or LinkedIn page
 - Social posts
 - Image creation
 - Topic identification
 - Channel growth
- Participate in and conduct media training sessions and media interviews
- Publicize the agency

Departmental Oversight/Leadership:

- Play an instrumental role in the growth of Words At Work's public relations division, including new business opportunities, revenue streams, and profitability
- Ability to problem-solve, inspire, brainstorm, and remove obstacles and barriers for team and clients
- Establish and manage appropriate budgets - Send invoices, communicate to client on budgets, overages and ensure accounts get paid.
- Participate in PR & social team meetings to align public relations goals, measure success, identify areas of concern and establish necessary solutions
- Act as a mentor and help educate the entire agency on best practices

REQUIREMENTS:

- 5+ years' experience, agency experience preferred
- Bachelor's degree in public relations, strategic communications, marketing and/or communications
- 3+ years of leading client-facing interaction and management of strategic public relations, marketing or communications strategies
- Strong understanding of current media landscape and earned media strategies, plus established relationships with local regional and national media
- Strong project management and budgeting skills
- Strong written and oral communication skills as well as proofreading and editing skills
- Ability to successfully manage multiple projects simultaneously
- Work in a fast-paced, deadline-driven work environment