

Account Executive - Anchorage

Thompson & Co. PR (thompsonpr.com) presents a unique opportunity to join the agency at a mid-career position in its Anchorage office. The agency seeks an experienced communicator for a full-time account executive position that will support day-to-day work on some of the most exciting accounts in Alaska. Our clients and work are well known for being intellectually stimulating, fast-paced and very creative. Almost nothing seems impossible to us, and you should have a similar attitude.

Account executives should have a bachelor's degree in public relations, communications, or English and typically have between 3-5 years of agency or relevant experience. Job responsibilities and duties may include, but are not limited to:

Responsibilities:

- Develop long and short-term PR plans and campaigns
- Monitor and identify industry trends relevant to client work
- Develop key messaging and creative pitch angles
- Develop media relationships and conduct outreach to local and national media
- Organize and staff press trips
- Oversee detailed media travel itineraries
- Develop creative event concepts and oversee execution
- Create press releases and media materials
- Manage junior team members and interns
- Coordinating studio or location photography
- Collating, analyzing and evaluating media coverage and social media metrics
- Support and contribute to new business research and presentations

Qualifications:

- Knowledge and interest in agency clients' industries
- Experience developing messaging and positioning for brands and campaigns
- Exceptional writing skills and in-depth knowledge of AP style
- Detail oriented with ability to multitask
- Desire to contribute to a growing agency environment with teams across the country

Please send a resume, cover letter and any relevant work samples to Ariel Amand, ariel@thompsonpr.com.
No phone calls please.