

Account Executive

Account executives should have a bachelor's degree in public relations, communications, or English and typically have between 2-5 years of agency or relevant experience. Job duties may include, but are not limited to:

- Staffing the account manager on the team to which they are assigned
- Working as part of an account team to develop client proposals and implement the PR activity
- Liaising on a regular basis with clients and the media, often via telephone and email
- Relationship building and networking with colleagues, clients and the media
- Tasking and managing account coordinators and assisting them to be billable and successful
- Preparing regular client reports and attending client meetings
- Monitoring the media, including newspapers, magazines, journals, broadcasts, newswires blogs and social media, for opportunities for clients
- Researching, writing, editing and distributing press releases and direct pitches to targeted media
- Promoting news stories and features to the media
- Writing, editing, promoting and implementing social media content and campaigns for clients
- Event management, including press conferences and promotional events
- Attending and promoting client events to the media, as well as developing talking points for clients and providing on-site support during media events and interviews
- Escorting press trips, client editorial briefings
- Assisting with the production of client publications, such as in-house magazines
- Coordinating studio or location photography
- Collating, analyzing and evaluating media coverage
- Drafting new business proposals
- Proactively proposing new tactics, pitches and methods for clients
- Agency experience in the areas of travel/tourism and education a plus
- Other duties as assigned