



ACCOUNT EXECUTIVE

Blueprint Alaska is a public affairs agency that also practices public relations in partnership with other agencies. Our clients range from some of the state's largest industries, to small, family-owned businesses. We love what we do and have a blast doing it.

Why work for us?

Blueprint Alaska is the state's leading public affairs and strategic communications firm. We are proud to represent clients that advocate for the most important industries and companies in Alaska. The work is exciting, meaningful, and provides countless opportunities to advance a career in this field.

Blueprint Alaska shares office space with our sister agency, Thompson & Company. Our office is currently being renovated to accommodate recent growth, and is located in downtown Anchorage within easy walking distance of shops and restaurants. Employees also enjoy flexible work schedules, three weeks of paid vacation, occasional remote work, generous sick and personal leave, paid parental leave, health insurance, a 401K retirement plan, and a fun, high-energy work environment that celebrates success and encourages professional growth and development. We pride ourselves on being inclusive, and welcome applicants from all backgrounds and lines of work.

Blueprint Alaska employees strive to provide high-quality service and tangible results to our clients. We are always innovating and finding new ways to help share clients' messages and overcome barriers. Above all, we remain positive, find creative solutions to problems, and support each other in the dynamic, fascinating field of public affairs and strategic communications.

Blueprint Alaska is small but mighty, punching above its weight for clients whose business takes place in the public square. There is unlimited opportunity for advancement available to the person willing to dive into the work with urgency. The right candidate will identify, seek out, and bring new business to the agency, assisting in agency growth.

Account executive candidates should have a bachelor's degree in public relations, journalism, communications, or political science, and between 2-5 years of agency or similar experience. **Relevant experience may be substituted for a college degree/major in certain circumstances.** Honestly, if you didn't attend or finish college but have the right skills, we're open to that. Salary is competitive and DOE.



Job duties may include, but are not limited to (we do all the things):

- Working as part of an account team to develop client proposals and implement the PR activity.
- Liaising on a regular basis with clients, policymakers, and media, often via telephone, email, text, and social media.
- Relationship building and networking with colleagues, clients, policymakers, and media.
- Obsessing over current events.
- Thinking creatively about how to approach challenges; brainstorm and provide new ideas and fresh perspectives.
- Monitoring the news, including newspapers, magazines, journals, broadcasts, blogs, and social media, while identifying risks and opportunities for clients.
- Preparing regular client reports and attending client meetings.
- Researching, writing, editing, and distributing press releases, white papers, newsletters, and other communications tools.
- Writing, editing, promoting and implementing social media content and campaigns for clients.
- Attending and promoting client events, as well as developing talking points for clients and providing on-site support during media events and interviews.
- Event management, including press conferences, promotional events, annual conferences, etc.
- Drafting new business proposals and strategic plans.
- Proactively proposing new tactics, pitches, and methods for clients and potential clients.
- Making the president and CEO's job easier! Trust us, she's cool.
- Experience in the areas of oil and gas, mining, and other resource development sectors and public affairs is a plus.
- Experience working in or with the Alaska State Legislature and/or a governor's administration is also a plus.

The ideal candidate will be:

- A strong writer; this requirement is non-negotiable.
- Ethical, as spelled out in the [Public Relations Society of America's Code of Ethics](#).
- Dependable and on time. Work ethic must be legit.
- Comfortable in putting him/herself "out there" on behalf of clients/the agency. Some of our work takes place in the public square.
- Borderline obsessed with the news and current events, and how clients could be impacted.
- A champion for responsibly developing Alaska's natural resources.



- Proficient in email programs like MailChimp and Constant Contact.
- Proficient in Microsoft products, including Word, Excel, and PowerPoint.
- Excited about the opportunity to identify new business opportunities.
- Skilled at working with journalists, policymakers, and other fancy people.
- Able to design and implement creative, on-trend social media campaigns.
- Willing to work and thrive in stressful situations, like campaigns.
- Willing to roll up his/sleeves to “get ‘er done”, even if this means waving signs on a street corner early on a winter morning, or attending 7:00 a.m. breakfast meetings.
- Eager to tackle new opportunities, and excited about the prospect of proving him/herself through performance.
- Embraces accountability and welcomes feedback as an opportunity to improve and grow.
- Willing to work in an open floor plan office environment.
- Possess a sense of humor. We laugh at ourselves a lot.
- Fun to work with. Must be able to work around numerous gregarious, excitable, and generally outgoing and fun co-workers.

Interested?

Submit your resume and cover letter to Sarah Erkmann Ward at sarah@blueprintak.com.