

Focused Image

Public Relations Account Executive

Job Description

Reporting directly to the Senior Vice President of Public Relations, the Public Relations Account Executive will act as primary support for public relations accounts. The individual should be highly self-motivated, detail-oriented and flexible with a passion for first-rate account support and dedication to overall client success.

Day to day activities in support of clients and agency communications can include, but are not limited to:

- **Account management –**
 - Managing administrative components of account process, including meeting scheduling, meeting material preparation, research materials, reports, etc.
 - Managing day-to-day client communication
 - Leading weekly client meetings
 - Conducting client, industry, and competitor research
 - Researching speaker placement opportunities and supporting implementation of speaker activities
 - Researching awards and managing awards submission and tracking process
 - Managing trafficking of materials for review and approvals, ensuring all deadlines are met
 - Support management of vendor relationships and invoice tracking
 - Collaborate closely with other agency teams, including creative and strategy
 - Track and measure program success, manage production of client reports
- **Writing –**
 - Developing account management materials – agendas, meeting summaries, talking points, media briefs, creative briefs, project timelines, etc.
 - Holding sourcing calls with clients to support development of communications materials
 - Drafting and editing press materials – news releases, media alerts, press kits, authored articles, etc.
 - Drafting and editing industry and business awards
- **Media Relations –**
 - Strategizing, researching and maintaining media lists and database(s)
 - Managing news distribution across digital platforms, including news wire distribution and email
 - Conduct media pitching and develop positive relationships with media
 - Support in-person / phone interviews with clients and press as needed
 - Secure placements in top-tier media, including national, trade and industry outlets
- **Social Media –**
 - Administrating social media accounts
 - Configuring and maintaining channels for maximum visibility and engagement
 - Identifying, writing and scheduling appropriate, engaging content
 - Tracking and managing responses to online conversations
- **Agency Operations Support –**
 - Participate in developing client proposals as needed
 - Manage internship program and supervise interns on-site
 - Attend industry networking and professional development programs as needed

Please submit resume to kmessner@focusedimage.com. No phone calls please.