



**JOB DESCRIPTION:**

Public Relations Account Executive

**REPORTS TO:**

Senior Director of Public Relations

**JOB SUMMARY:**

Plans and executes strategic communications campaigns for clients that encompass a broad spectrum of public relations and social media services. Manages activities for one or more accounts while supporting other accounts as needed. Performs all traditional functions of the public relations role, including writing, editing, media relations (traditional and social), event planning and management, while building and maintaining successful client relationships through effective account management.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Actively seeks to know and understand the client's business, industry and measurements of success.
- Contributes to development of public relations plans, including measurable objectives and efficient/effective strategies and tactics for clients.
- Ensures public relations activities are implemented within deadlines and established budgets.
- Maintains frequent, consistent client contact; conducts regular status meetings; and provides conference reports and media coverage reports, among others as directed by client or Public Relations Sr. Director.
- Understands the public relations role within the environment of an advertising agency and adds value to accounts by accessing relevant agency resources as appropriate.
- Prepares all communications materials for campaign activities, including press releases, media alerts, pitches, byline or editorial articles, social media content, blogs, etc.
- Strong emphasis on social content creation, social media strategies, use of social media measurement tools, and successfully pitching social and digital influencers, bloggers, etc.
- Researches and develops media lists and maintains professional relationships with relevant traditional and social media contacts.
- Provides guidance to clients and account teams on mass media communications strategies, including media relations and the appropriate means to disseminate information.
- May represent clients at media or trade events.
- Supports issues and crisis planning and management. May serve as media spokesperson for clients. (\*Must be media trained or will be upon hire.)
- Monitors account profitability, including helping to manage client budgets, preparation of project estimates, and account reconciliation; may review and approve specific account billing.
- Supports agency growth by recognizing and working with agency support to pursue new opportunities; may play a role in new business development.
- Required to actively participate in a local industry association relevant to public relations, such as Florida Public Relations Association (FPRA) or Public Relations Society of America (PRSA), or other industry group relevant to the agency or its clients.

**QUALIFICATIONS:**

- 5 to 7 years of public relations' and social media experience required
- Bachelor's Degree in Public Relations, Communications, or Journalism required
- AP Style proficiency required
- Project Management experience required
- Experience managing junior-level employees preferred
- Agency experience preferred
- Corporate experience a plus



### **COMMUNICATION ABILITY**

Ability to read, write, and comprehend sometimes complex instructions, correspondence, and memos. Ability to effectively present information in one-on-one and group situations both internally and externally.

### **REASONING ABILITY**

Ability to apply common sense understanding to execute detailed and sometimes involved written and oral instructions. Ability to deal with problems involving few concrete variables in standardized situations.

### **COMPUTER SKILLS**

Personal Computer proficiency, expected. We use the Apple Suite of products as well as Microsoft for Apple. Experience with the following programs preferred: Excel, Word, Power Point, Keynote, Cision, Critical Mention, and Workamajig. Knowledge of other media relations measurement tools is preferred.

### **LEADERSHIP RESPONSIBILITIES**

May supervise the following roles: Assistant Account Executive, Account Coordinator, and/or Interns. Will collaborate with Public Relations team on a daily basis. Must be able to interface daily with clients and lead account management within the Public Relations team as well as other agency resources, including Advertising Account Management, Media, Digital Marketing, Production, Creative, and Finance as needed. Must be a self-starter with a passion and drive to exceed client expectations.

### **WORK ENVIRONMENT**

Fast-paced, energetic, and creative environment. Occasional travel and overtime may be required.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle, or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch, and crawl. Employee must be able to see. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.