

**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 services, including internal and external communications. Manages activities for multiple designated accounts while supporting other accounts/team members as needed. Performs all traditional functions of the public relations role, including but not limited to writing, editing, media relations (traditional and social), issues/crisis management, and 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 our clients' businesses, industries, and KPI's for success.
- Contributes to development of public relations plans, including measurable objectives, efficient and effective strategies and tactics, and stellar execution.
- Ensures public relations activities are implemented within deadlines and established budgets.
- Maintains frequent, consistent client contact; conducts regularly scheduled status meetings/calls; provides status call/meeting summaries and monthly media coverage/activity reports, as well as quarterly account reviews.
- 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, contributed editorial content, case studies, white papers, blogs, etc.
- Researches and develops media lists and maintains professional relationships with relevant traditional media contacts and social influencers.
- Provides guidance to clients and account teams on mass media communications strategies, including media relations and the appropriate methods and tools 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.
- Monitors account profitability, including helping to manage client budgets, preparation of project estimates, and account reconciliation; may review and approve specific account or project billing.
- Supports agency growth by recognizing and working with agency resources to pursue new opportunities; supports new business development and participates in presentations/pitches.
- 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 PR industry and/or our clients' industries.

QUALIFICATIONS:

- 5 to 8 years of public relations' experience required
- Bachelor's Degree in Public Relations, Communications, or Journalism required
- AP Style proficiency required
- Must be media trained
- Excellent public speaker/presenter
- 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 Service, 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 non-traditional working hours 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.