

**WHO WE ARE:**

We are a group of thinkers and doers who build lasting relationships by accomplishing amazing things together. We are a magnet for fresh-thinking professionals. We are a partner to diverse brands that provide innovative solutions that change people's lives.

If you thrive in a collaborative environment with professionals as invested as you are... If you're ready to be challenged... If you are eager to see just how far you can push yourself and us... Then we may have a spot for you.

JOB TITLE:

Public Relations Account Executive

REPORTS TO:

Vice President of Public Relations

JOB SUMMARY:

Executes strategic communications plans for clients that encompass a broad spectrum of public relations services. Manages activities for one or more accounts while supporting other accounts as needed. Performs all functions of a public relations practitioner, with an emphasis on writing, editing, and media relations (i.e., blogs, podcasts, webcasts, social influencers, as well as traditional print, online, and broadcast), while building and maintaining successful client relationships through effective account service.

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; prepares agendas and conducts regular status meetings; provides conference reports, monthly retainer reports, and quarterly business 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 public relations activities, including press releases, media alerts, pitches, byline or editorial articles, blogs, etc.
- Strong emphasis on successfully pitching and working with non-traditional media, including bloggers, podcasts, social influencers, etc.
- Researches and develops media lists and maintains professional relationships with media contacts.
- Provides guidance to clients and account teams on 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.
- Consistently demonstrates sound judgement and strategic thinking, in accordance with agency's [mission, vision, and values](#), and never sacrifices quality for speed

QUALIFICATIONS:

- 5 to 7 years of public relations experience required
- Bachelor's degree in Public Relations, Communications, or Journalism required



- AP Style proficiency required
- Project Management experience required
- 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: Outlook, Excel, Word, Power Point, Keynote, Agility, 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, and crouch. Employee must be able to see. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.