

**Account Executive
Job Description**



Responsibilities

This position is responsible for developing, managing and maintaining client relationships, in all aspects.

- Conduct business affairs to the highest level of professionalism and standards at all times
- Implement comprehensive communication programs and strategies by understanding communications strategy and tactics across a variety of communication disciplines in order to meet or exceed client objectives
- Maintain responsibility for overall communication programs for a variety of clients in diverse industries and strive to understand the clients' industries in order to be most effective
- Coordinate, manage and be fully responsible for communication with, and commitments to, clients, vendors and agency staff including:
 - provide sound communication counsel to clients
 - develop and manage news hooks for all media formats
 - write news releases, backgrounders, fact sheets, and other media materials for client press kits and announcements
 - create and plan special events including theme development, logistics, and onsite management
 - develop creative campaign concepts for communication programs to reach goals
 - manage copy development, design and overall client collateral production including print, digital and social media assets
 - organize and facilitate meetings and special events as required
 - write creative sales and marketing copy for brochures, websites, direct mail, sales literature, invitations, and other collateral
 - research and identify opportunities for clients through surveying local and national media, editorial calendars, researching trends and major news events, databases, or proactively contacting targeted editors and producers to facilitate story concepts
 - conduct media research and outreach through media monitoring, relationship building, media audits, and interview coordination, and attendance
 - understand and employ social media networking tools in outreach programs
 - monitor social, online, print and broadcast media for client or industry-related mentions and manage.
- Build and maintain agency and client media contacts in order to establish preferential consideration of client stories
- Source, develop and manage new business leads including support of new business proposals through to fruition
- Provide frequent internal collaborative briefings to Senior Management and/or agency colleagues
- Oversee account coordination staff and vendors as necessary
- Identify, develop and implement interactive marketing campaigns based on a sound understanding of website analytics, search engine principles, and social media tools among others
- Demonstrate your leadership in your chosen field and maintain an ongoing awareness and commitment to best practices in communications
- Promote the agency through attending targeted industry networking events as well as through social networking activities
- Complete other assigned duties and responsibilities that are not outlined in this job description.
- Travel may be required.

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Requirements

To be considered for this position, you must possess a Bachelor's degree or higher in Communication, Journalism or Marketing (or have similar educational background), along with minimum three to five years' demonstrated communication agency experience (corporate communication experience may be considered). You must have experience and be able to show results from your ability to analyze, develop, execute and evaluate a variety of internal and external communication strategies and techniques, including the customary tools of internal and external communication (press releases, newsletters, presentations, employee communication events, corporate advertising, marketing materials, web sites, web casts, etc.). Social media experience is very desirable. Experience contributing to effective communication plans is imperative, as is demonstrated ability and comfort communicating on behalf of high-tech and science-based industries.

You must be comfortable in a fast-paced, deadline-oriented environment with the ability to meet multiple deadlines and prioritize simultaneous projects relating to diverse subjects—or else get comfortable with feeling uncomfortable. You must be able to quickly understand and articulate the company's structure, vision, values, mission and goals. You must also have the ability to work well with management and employees at all levels, both independently and as a creative team member. You must be a strong team player with advanced written and verbal communication skills and superior organizational skills. You must have a strong knowledge of Microsoft Word, Excel, PowerPoint, Outlook as well as social and other communication related software or services. Experience with HTML code and social media software including Facebook, Twitter, Wordpress, widget development, LinkedIn, etc preferred as is familiarity with social media monitoring tools and media database software.

Location - Solana Beach, CA (Del Mar)