

## Senior Account Executive Job Description

### Position Summary

A demonstrated account leader, a Senior Account Executive works closely with leadership to define client goals and strategies, create and execute multi-faceted PR and marketing plans, and collaborative with team members to accomplish account goals.

Strategic, creative and resourceful, a Senior Account Executive has superior planning and writing skills, as well as established relationships with key media, influencers and business/community leaders. They are excellent problem solvers, drive creative campaign concepts, understand resource allocation and ensure all account activities are results-oriented and goal-focused.

With minimal direction, the Senior Account Executive resolves client challenges and motivates team members. The ideal candidate can juggle multiple projects at once while meeting deadlines and implementing processes to help both Aker Ink and clients operate more efficiently.

### Position Requirements

Must demonstrate superior PR and marketing planning capabilities using a variety of strategies and tactics including media relations, social media, content marketing, email marketing and other digital and traditional communications. Has established relationships with key journalists, influencers and business/community leaders.

Must demonstrate superior PR and marketing writing capabilities, with deep knowledge of various styles and structures per content piece (i.e. press communications, white papers, case studies, email, websites, social media, etc.).

Experience handling crisis situations is preferred, including message development, internal/external communication tactics, implementation of corrective actions and preventative measures.

This is a work-from-home position, so the right candidate is highly self-motivated, independent and able to effectively manage their time and relationships remotely. While primarily remote, the Aker Ink team is very collaborative and meets in-person occasionally to collaborate, build relationships with clients and have fun.

A “can do” attitude is essential, coupled with an understanding that all tasks, no matter how fundamental, contribute to the overall success of a campaign. We take pride in our work at all levels, and encourage everyone to bring fresh ideas to the table.

- 8+ years professional experience in PR, marketing, communications or journalism (agency experience highly preferred)
- Bachelor’s degree in PR, marketing, communications, journalism or related field
- Proficient in AP Style
- Proficient with Cision for media list development and research
- Experience with WordPress and/or related content management systems for updating website copy and publishing blogs

- Experience with social media tactics, tools and networks, including Facebook, Instagram, LinkedIn and Twitter
- Highly punctual and deadline driven
- Driven to grow and seek out learning opportunities
- Must have your own computer (relevant software and subscriptions provided)

## **Key Responsibilities**

A Senior Account Executive's duties include, but are not limited to:

### **Account Management**

- Actively drive plan execution and oversee junior and/collaborative team members to ensure all client initiatives are carried out effectively and efficiently
- Assist with client onboarding using established processes
- Serve as a key contact for client service, providing strategic counsel in collaboration with company leadership
- Ensure the approval process with clients, strategic partners and stakeholders is fluid, smooth and effective
- Lead by example and take personal responsibility for outcomes
- Complete other account services tasks, as assigned by leadership

### **Public Relations**

- Define client objectives/goals and create multi-faceted PR plans to meet such objectives; drive execution and collaborate with team members
- Identify client needs and pain points; brainstorm and implement ideas to overcome challenges, break barriers, strategically build brand awareness and achieve PR/marketing goals
- Assertively pitch local, national and trade media
- Draft targeted articles, press releases and other media communications
- Create compelling and strategic award and speaking nominations
- Train media spokespersons, both one-on-one and in a group setting

### **Marketing Communications**

- Collaborate with the marketing team and leadership to execute lead generation strategies based on client need, goal and budget
- Work with strategic partners to develop marketing communications, offering direction on design, aesthetics, functionality and usability
- Draft marketing communications, which may include brochures, sales kits, case studies, whitepapers, social media content, video scripts or emails; possess an understanding of the tone and style, per medium
- Proofread a wide variety of PR and marketing communications with a critical eye for flow and effective targeting, per medium

### **Social Media**

- Define client goals/objectives with social media plans and strategies; offer creative, outcome-based ideas and tactics
- Collaborate with the social media and marketing team members to create targeted editorial calendars and ads
- Closely monitor progress and determine when the strategy needs to be refined or shifted

## **Benefits**

- Health insurance
- 401(k) with company match
- Flex scheduling upon approval
- Reimbursement/fees covered for industry association memberships and events
- Environment and culture that supports physical and mental wellness

## **Aker Ink Corporate Values**

- **Quality:** Critical thinking, resourcefulness and adhering to deadlines are the pillars of producing high-quality work.
- **Strategic Thinking:** A clear vision and set of actions that aligns to the client's brand and goals will set them ahead of their competitors.
- **Continuous Improvement:** Dedicate time to build a network and connections in the PR, marketing and creative fields. Continually seek out best practices, including new ways of thinking and executing.
- **Balance:** Maintain a healthy work/life balance that includes physical and mental wellness. Be flexible, when necessary, to meet goals.