

PR & Marketing Account Executive Job Description

Position Summary

An Account Executive assists the PR and marketing teams in implementing multi-faceted communications strategies, which includes managing project plans and timelines, as directed by senior leadership. Overseeing account coordination activities, an Account Executive ensures client projects are completed efficiently with the utmost quality.

This particular Account Executive has a foundation in PR yet oversees accounts that include both PR and marketing strategies. They carry out media outreach, social media outreach and marketing communication tactics outlined within a strategy, and they work with the digital marketing team to execute complementary lead generation campaigns.

Account Executives handle in-depth writing assignments, including press communications, award entries and content marketing pieces, as assigned. They actively pitch a range of local, national and trade media, so relationship-building skills are imperative. Further, Account Executives play an integral role with social media execution, creating content and unique concepts attuned to business goals.

Account Executives contribute to the planning and research necessary to create a strategy that is largely driven by senior leadership. They also interact with and manage projects with Aker Ink's strategic partners.

Position Requirements

PR: Must demonstrate PR and journalistic writing capabilities rooted in AP Style, a successful track record of media pitching and experience executing social media campaigns for businesses. Must have established media relationships and/or an eagerness to build new relationships in accordance with client needs.

Marketing: Needs to work with digital, social and content team members to execute lead generation strategies. While lead generation skills are not required to manage projects, the right candidate has a willingness to learn and understands how PR and marketing work together to help companies accomplish their awareness and business development goals.

The ideal candidate will also be able to juggle multiple projects at once while meeting all deadlines and offering recommendations to improve plans and processes.

This is a work-from-home position, so the right candidate is highly self-motivated, independent and able to execute job duties without direct supervision throughout the workday. However, that doesn't mean an Account Executive operates on an island! Our team is highly collaborative in a virtual environment, and we meet in-person occasionally. Expect ongoing guidance and mentorship. Similarly, it is expected that an Account Executive will be resourceful and reach out frequently to update teammates on tasks, ask questions and seek feedback from leaders.

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.

- 3+ years professional experience in PR, marketing, communications or journalism
- Bachelor's degree in PR, marketing, communications, journalism or related field
- Proficient in AP Style
- Proficient with Cision for media list development and research
- Understanding of social media tools and networks, including Facebook, Instagram and LinkedIn
- Proficient with WordPress for basic updates to websites and blogs is a great bonus, but not required
- Experience with Photoshop and/or Adobe Creative Suite is a great bonus, but not required
- *Highly* punctual and deadline driven
- Willingness to participate in industry associations; take a proactive role in professional development
- Driven to grow and seek out learning opportunities
- Must have your own computer (relevant software and subscriptions provided)

Key Responsibilities

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

Account Management

- Oversee account coordination activities to ensure all account service communications are accurate and on time, including status reports, agendas and meeting notes
- Serve as a contact for client service, efficiently and proactively providing general support and answering client questions as they arise
- Route communications through the approval process internally and with clients, strategic partners and other stakeholders
- Attend and participate in client meetings in person and over the phone (unsupervised at times)
- Complete other account services tasks, as assigned by senior leadership

Public Relations

- Participate in creating PR/marketing plans and strategies for clients, offering creative ideas and tactics to achieve goals and objectives
- Keep current with client industry news; regularly recommending research-based media pitch and press release ideas
- Play a primary role in media pitching (online, print and broadcast) and press release distribution, as part of a greater multi-faceted PR strategy that is overseen by senior leadership; assertive with pitching and placement
- Oversee media interviews and offer sources guidance, as directed by senior leadership
- Ensure media lists are accurate, effective and continually updated
- Foster and maintain relationships with journalists

Marketing Communications

- Draft various PR materials and marketing communications, including press releases, award entries, social media content, blogs, emails, brochures and sales kits

- Draft in-depth content as part of a content marketing strategy, which may include white papers, case studies, video scripts and articles
- Proofread a wide variety of PR and marketing communications

Social Media

- Carry out social media activities that are part of a greater strategy, as directed by senior leadership
- Collaborate with social media team to ensure networks are managed, grown thoughtfully and relevant conversations are managed (Note: All social ads are executed by a social media expert. The Account Executive ensures project deadlines are met, communicates results to the client and helps guide positioning.)
- Develop timely and thoughtful social media content calendars
- Offer recommendations to improve engagement and reach new followers
- Forge relationships with relevant social media influencers and identify opportunities to engage clients

Digital Marketing

- Work closing with digital marketing team to report paid and organic strategies to the client; provide guidance on positioning and integration with PR campaigns (Note: All paid strategies are *executed* by a digital marketing/PPC expert. The Account Executive ensures project deadlines are met, communicates results to the client and helps guide positioning.)
- Contribute ideas to paid and organic digital marketing campaigns that align with PR strategies

Benefits

- 401(k) with company match
- Health insurance
- Dental insurance
- Vision insurance
- Short/long-term disability
- Life insurance
- Paid parental leave
- 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

- **Fanatical Excellence:** An intense dedication to exceeding expectations and producing the highest quality work.
- **Own It, Solve It:** Accountable to ourselves, our team and our clients. As problems arise, proactively solve them for the betterment of all parties.
- **Continuous Improvement:** Dedicating time to build connections and skills will lead to personal and professional growth. Value new and creative ways of thinking and executing.

- **Positive Can-Do Attitude:** In the face of both opportunities and challenges, creativity and enthusiasm ensure the most successful outcomes.