

Account Executive

I. Position Profile

An Account Executive serves as a primary day-to-day client contact. S/he provides support to multiple account teams and efficiently service each of these accounts simultaneously. S/He manages the flow of work and information to account team, and possess an in-depth understanding of the client's business, industry, and PR issues. The Account Executive will perform fundamental PR tasks such as media outreach and press material development. S/he must also have strong research, writing and editing skills. The focus of an Account Executive is on developing their proficiency and the necessary skill set to become a successful PR practitioner.

II. Primary Responsibilities

Client

- Work with client on operational / co-ordination issues
- Participate in client meetings and presentations
- Provide basic client counsel
- Generate story ideas and topic angles
- Plan special events, prepares annual reports and track trends in the client's industry.
- Conduct and manage the flow of research necessary to analyze client issues
- Understand industry issues that directly and indirectly affect the client
- Participate in and provide support for on- site trade shows
- Contribute to the development and managing social media exposure.
- Optimize opportunities for maximum social media exposure.
- Develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic across all brands and products.
- Proactively handle client problems quickly and adeptly

Writing

- Assist in developing proposals, releases, media briefs and other press materials
- Proof and edit client related documents as needed
- Report writing (Status report, contact report, monthly reports..etc)

Team Participation

- Serve as a role model to team members
- Actively participate in agency development processes
- Balance workload between accounts and account staff to ensure that all work is accurate and completed within established deadlines
- Continually communicate with manager
- Delegate work to interns, Account Coordinators and Assistant Account Executives (as needed)
- Informally adds feedback to performance review of colleagues as needed
- Talk intelligently about agency at internal and external meeting and industry functions
- Attend agency staff meetings and group meetings

III. Qualifications

Education

- Bachelor's Degree
Mass Communication, Journalism, AUC graduate (preferable)

IV. Professional Experience

3 years related professional experience. Agency experience is a plus. Native speaker is a plus.

Success Factors

- Strong oral and written business communication skills
- Proven media and social media skills
- Attention to detail and quality whilst meeting deadlines
- Demonstrates potential to lead project and interact with client
- Can anticipate client and team needs
- Complete challenging projects within set parameters
- Exceptional judgment when working with team members, client contacts and vendors
- Strong commitment and dedication to the agency's success as well as personal career
- Knowledge of graphic design best practices and principles for both print and web projects
- Proficient in Microsoft Suite, Internet, on-line services, and Media Map.
- Can anticipate client and team needs
- Understanding of media and how to exploit media, regional, TV and radio (plus)

Please send CV to: info@meacomS.net. For more info, check: www.meacomS.net