



Position Description: Account Associate
Experience: 1-2 years

Summary

Account Associate is responsible for supporting Account Executives and other company leadership in planning, creating, coordinating and implementing public relations and marketing strategies and materials that achieve results for clients.

Responsibilities

- Supports Account Executives and other company leadership in serving client accounts and projects.
- Works with Account Executives to understand client goals and strategies and create materials, programs and/or events that support these goals and strategies. These tools can include news releases, talking points, media placements, interviews, communication plans, marketing plans, crisis plans, advertisements, special events, videos, blogs, newsletters, internal communications, etc.
- Works with Account Executives to consult with clients to collaborate, plan and coordinate materials.
- Recommends or determines audiences, channels, programs and vehicles for conveying client messages. Vehicles can include traditional media, digital and social media, speaking engagements, advertisements, special events, etc.
- Monitors and observes economic, political or competitive events or trends that can impact clients or the firm.
- Collaborates with partner executives, creative team, writers/editors and other team members to meet client needs.
- Acts as a steward for both firm and client resources.
- Cultivates and maintains strong working relationships with media representatives, elected officials and other strategic partners.
- Communicates progress regularly to both internal customers and external clients.
- Provides support to internal processes, including time reporting.
- Builds the Moxley Carmichael brand by providing value and outstanding service to clients and potential clients.
- Represents Moxley Carmichael in professional associations and at community events.
- Other duties as assigned.

Required Skills

- Demonstrated experience and/or thorough understanding of marketing, strategic communications, public relations, media relations, journalism, general business principles and related disciplines.
- Strong listening and analytical skills.
- Excellent written and verbal communication skills.
- Ability to adhere to Associated Press style and other accepted guidelines for written materials.
- Ability to be self-directed and resourceful.
- Ability to delegate to support staff and interns when appropriate.
- Ability to handle pressure, multi-task and work under tight deadlines on numerous projects.
- Strong research and computer skills.

Characteristics

- Creative
- Motivated
- Empathetic
- Tactful
- Respectful
- Accountable
- Detail-oriented
- Loyal
- Honest
- Trustworthy
- Confident
- Persuasive
- Service-oriented
- Stress-resistant