



Position Description: Senior Account Executive
Experience: 5+ years

Summary

Senior Account Executive is responsible for planning, creating, coordinating and implementing public relations and marketing strategies and materials that achieve results for clients, as well as developing business within assigned accounts and leading internal programs, mentorship and initiatives that enhance and advance strategic client services.

Responsibilities

- Interprets and understands client goals and strategies and creates 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.
- Consults proactively and strategically with clients to determine, recommend and implement appropriate courses of action and develops internal processes and programs to replicate and promote best practices.
- 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, other account executives, creative team 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 billing.
- 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, multitask 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