

## **Account Executive**

Baker Public Relations is seeking a results-oriented professional who has a passion for the PR industry. Candidate must be a creative thinker who has both an agency background as well as the desire to grow into a senior account executive role.

### **Responsibilities:**

Draft and service pitch letters, press releases and media advisories; Create targeted media lists for broadcast, radio, print and online outlets; Proactively pitch media outlets, including broadcast, print, radio and new media; Write and edit media materials such as media advisories, fact sheets, bios and case studies; Daily client interaction to update, report on, and discuss media relations; Daily interaction with media outlets to discuss upcoming story ideas; Daily account management activity such as agendas, recaps, editorial calendars, activity reports, monthly reports, media monitoring, etc.; Attend and facilitate media interviews; Coordinate various events including media outreach events; Assist in researching, writing and development of new business proposals and presentations; Work collaboratively with team members to develop and implement successful PR campaigns (including social media campaigns); Assist in Baker PR website management; Misc. research and projects assigned.

### **Qualifications:**

- B.A./B.S. in Public Relations, Communications or related field
- At least 3 to 5 years of PR agency experience, communications or other related areas
- Excellent written, verbal and interpersonal skills
- Able to work independently and work well in a team-oriented, collaborative environment
- Strong organizational and time-management skills
- Proven client relations
- Creative and energetic personality
- Detail oriented
- Strong understanding of social media, integration, monitoring and measurement tools

Interested applicants should send a cover letter, resume, and relevant work samples to

[Megan@bakerpublicrelations.com](mailto:Megan@bakerpublicrelations.com)