

## **Senior Account Executive**

Baker Public Relations, a full-service, New York State Certified Women Business Enterprise in Albany, NY, is seeking a Senior Account Executive, a full time, salaried position that reports to the president & CEO. The ideal candidate will have worked within an agency setting, is an expert at pitching the media, an impeccable writer, and can manage multiple client accounts and team members.

Please note that this is not an entry level position and only candidates with previous PR experience will be considered. Writing samples and examples of successful and recent media outreach will be expected to move forward in the process.

### **Responsibilities include:**

- Manage daily workflow of 5+ accounts while driving consistent media results;
- Develop, review and approve agendas, press releases, pitches, op-eds, recaps and other materials; develop and approve work plans, activity reports, clipbooks and other internal documents.
- Write and edit media materials such as press kits, media advisories, fact sheets, bios, and case studies.
- Manage client expectations and assist clients in maximizing relationship with Baker PR.
- Develop and maintain relationships with influential members of the media in order to ensure placements; identify opportunistic media angles as they come up in current events.
- Develop strategic communication plans, including media opportunities, tactics, and timelines consistent with the overall PR strategy.
- Execute and advise on PR strategies and collaboratively develop strategic media plans.
- Create and edit media lists using Meltwater.
- Monitor the media and seek out speaking opportunities for clients as thought leaders and “experts in their field.”
- Facilitate and attend client interviews and all client events.
- Coordinate various event planning and media outreach events.
- Work with team members to respond to client requests and ensure requests are taken care of in an efficient and timely manner.
- Provide guidance and leadership to junior-level staff on team issues, account workflow and general account issues; Manage daily intern responsibilities.
- Participate in the development of materials for new business opportunities including timelines, proposals, business decks and case studies; assist in generating new business leads.
- Participate in brainstorming sessions to develop strategic/creative thinking for clients.
- Misc. research, duties and projects as required.

**Technical Skills & Qualifications:**

- B.S/B.A in Public Relations or related field.
- At least 6 years demonstrated excellence in a PR agency or advertising firm.
- Excellent written, verbal and interpersonal skills.
- Able to work independently and as part of a team.
- Strong leadership and motivation skills.
- Proven client relations and supervisory skills.
- Creative and energetic personality; detail oriented.
- Strong understanding of social media, integration, monitoring and measurement tools.

If you are interested in this position, submit your resume to [megan@bakerpublicrelations.com](mailto:megan@bakerpublicrelations.com)