



Example of Account Executive, Corporate Job Description

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Our company is growing rapidly and is looking to fill the role of account executive, corporate. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for account executive, corporate

- Actively pursue new business account opportunities
- Conducting media relations efforts (proactive and reactive) including development of media strategies and media list development, pitching (local and national), and developing strong relationships with reporters and editors
- At least 3 years' of PR/communications experience, PR agency experience will be advantageous
- Related corporate communications experience across industries
- Confident style in communicating with clients, and a proven ability to effectively organize and manage multiple tasks
- Understanding of and experience in executing components that make up a successful integrated PR program, including on/off site event support, media relations, digital/social media
- Deadline and detail-oriented and exhibit initiative, autonomy and accountability with respect to their responsibilities
- Developing a sound sales pipeline of potential sales opportunities in assigned accounts
- Developing and executing strategic sales plans for each opportunity
- Reflecting input activity within and maintaining accurate and comprehensive sales database (Salesforce.com)

Qualifications for account executive, corporate

- Completion of a post-secondary education is required preferably in Business, Marketing or Transportation Management
- Composed in extreme pressure situations - Maintaining stable performance under pressure or opposition (e.g., experiencing time pressure, conflict, or job ambiguity)
- Four years of experience in public relations or similar position in a non-agency setting
- Ability to actively participating in the development of social media plans and their execution
- Strong understanding of all social channels and possess the ability to develop social media content across all channels
- Successful track record of helping to build and present concepts/programs for clients