



Example of Account Executive, Media Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position of account executive, media. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for account executive, media

- Coordinate and execute overall communications/public relations/marketing strategies for accounts
- Develop story angles and story ideas for assigned healthcare accounts coordination of creative and graphic design work that may need to support story placement
- Additional writing assignments may include copy for websites, ads, brochures, newsletters, PowerPoint presentations, special event scripts and speeches, radio commercial and PSA copy, video scripts and other client related or media correspondence
- Develop accurate, complete and updated media distribution lists for each "pitch" including news advisories, pitch letters and news releases
- Make timely follow-up by phone, in writing and in some cases, in person, with reporters, editors and writers for story development and media coverage
- Manage all aspects of digital campaigns and delivery for each client
- Coordinate with MNI Digital Media Group and internal account manager on all phases of the digital selling process
- Executing an Install Base Sales Plan, farming (up sell, cross-sell) in an existing account base within the media segment (broadcasting and gaming)
- Develop and edit compelling and high-quality written content including media materials, plans, counsel memos and client correspondence
- Translate complex topics into consumer and media friendly content

Qualifications for account executive, media

- Internship experience in advertising/media space a plus
- Highly proficient in MS Office suite, particularly in Excel
- Ability to multi-task while demonstrating a high level of attention to detail and organization
- A fire in the belly, with the desire to learn and grow
- A customer centric account manager committed to providing an exceptional level of service