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# Example of Media Executive Job Description

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

## Responsibilities for media executive

* Maintain effective working relationships with Brand Manager and wider business contacts
* Creative ideas that generate renewable and successful partnerships with the client
* Researching and fact finding against your target list of companies (relevant contact person, phone number, email address)
* Respond efficiently and effectively to media enquiries to support the delivery of a first-class press office service
* Take part in providing out of hours press office cover
* Build and maintain positive relationships with media
* Support the business at times of intense scrutiny including major incidents or crises
* Identify, produce, edit and issue timely news releases, key messaging, web copy, scripts, Q & A, and response statements, ensuring that all content is on brand, accurate, truthful and not open to misinterpretation
* Proven press office experience, ideally with relevant sector experience
* The ability to work in a high pressured environment and prioritise multiple tasks and projects

## Qualifications for media executive

* Excel at prospecting and seeking new clientele by networking, cold calling, canvassing, referrals or other means
* Have strong listening and presentation skills and the ability to quickly build lucrative client relationships
* Possess rare people skills which allow you to get out in front of challenges and proactively provide solutions
* Recognized top sales performer with a track record of over-achieving sales goals
* Marketing expertise a plus
* Able to identify client business needs and proactively develop customized advertising solutions