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# Example of PR Account Executive Job Description

Our company is growing rapidly and is looking for a PR account executive. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for PR account executive

* Demonstrate understanding of how to use and apply to client objectives, basic social media and online research tools including blogs, Twitter, RSS feeds, micro-blogging, social networks
* Create media materials that are strong in both structure and style and align with strategic direction set by team leadership
* Maintain regular contact with clients and media
* Help plan and coordinate earned media storytelling programs
* Build a network of media and industry influencer contacts
* Media engagement and influencer outreach
* Ensure quality control on all external deliverables
* Development of regular ‘smaller campaign’ plans overall client strategy
* Story generation – helping to brainstorm ideas to generate coverage for clients
* Ability to work with the digital and content teams – providing well thought out briefs for a variety of projects such as microsites, infographics, and visuals

## Qualifications for PR account executive

* Must have existing contacts within editorial for fashion, beauty, hospitality, or lifestyle
* Has confidence and knowledge to provide advice/counsel to senior clients in and around specialist area
* Is a creative, flexible problem solver
* Has desire to work as one team and share knowledge
* Can identify and correct weaknesses
* Will create an atmosphere of mutual respect, support and trust