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# Example of PR Account Executive Job Description

Our company is looking to fill the role of PR account executive. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for PR account executive

* Coordinate and help plan media outreach programs including tours, events, conferences, VNR/B-roll and interviews
* Demonstrate understanding of how to use and apply client objectives, basic social media and online research tools including blogs, Twitter, RSS feeds and social networks
* Participate in the new business process
* Mentor junior team members on accounts
* Act as primary client contact
* Develop an understanding of various research methods, measurement/ analytics methodologies to demonstrate the business value of programs
* Continue to develop an understanding of the pitch process for new business
* Provides mentorship and appropriate instruction to junior staff as needed
* Contribute to the creation of creative communications plans that meet client objectives and fit within client budgets
* Commit to continuous learning and the improvement of leadership skills

## Qualifications for PR account executive

* Experience of working on a variety of healthcare clients
* Strong content creation skills – blog, press releases
* 3-4 years of experience in public relations, and/or communications required, agency experience preferred
* Experience with CPG, appliances preferred
* Minimum of 5 years of documented account management or sales management success
* Ability to revise tactics to align with changing industry trends, market opportunities and competitive threats