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# Example of PR Account Executive Job Description

Our innovative and growing company is looking to fill the role of 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

* Researches, outlines, writes, edits and proofreads materials, including media advisories, pitch mails, biographies, reports, fact sheets
* Builds a network of traditional and online media and analyst contacts
* Develops media briefs and oversees plan development, execution and follow-up
* Demonstrate knowledge of client’s business objectives and proactively suggest programs to meet those objectives
* Research industry or program-relevant topics
* Serve as liaison with spokesperson and speakers bureau candidates as appropriate
* Manage and oversee core program elements as needed
* Ensure regular visibility through industry events client and agency entertainment
* Develop client interaction skills
* Effectively communicate with team members and subject matter experts in multiple offices (outside of Seattle)

## Qualifications for PR account executive

* Very knowledgeable of product life cycle issues
* Maintain a professional, client-ready demeanor and presence
* College/University degree in public relations, communications, journalism, English or psychology preferred
* Minimum of one internship in PR or related field
* 3+ years professional consumer PR experience in an agency setting
* S/he will have solid knowledge of MS Office Suite, general office logistics and