



Example of Executive, Media Job Description

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Our company is searching for experienced candidates for the position of executive, media. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for executive, media

- Crisis communication – would be preferable but not essential
- Work closely with the central marketing teams including the Marketing Leader, Social, PR and Studio Design to capture and maximise digital exposure of dealer events and model launches across the geographical area
- Build strong relations with dealer teams locally to ensure all content opportunities are understood and captured (where possible these should be planned in and aligned with quarterly social content plans)
- Be flexible to attend dealer events, capturing high quality photography with the ability to spot opportunities and be familiar and comfortable in using 'live' social media tactics
- Work with the central team to help develop and shape quarterly social content plans, maintaining brand consistency aligned with business and manufacturer objectives
- Day to day management of the local social media accounts for our Porsche Centres (including but not limited to Facebook, Twitter, Instagram, You Tube)
- Build relations with local media and car enthusiast forums and social influencers, undertaking outreach activity to maximise PR exposure opportunities locally and expand digital reach
- Work with central and dealer teams to ensure relevant brand content is fed for creation on Centre websites, in line with manufacturer requirements
- Ensure team and facility photography for Centre websites is kept up to date and to the required standard

Qualifications for executive, media

- Good communication skills (both written and verbal) and openness to providing feedback and recommendations for process improvement
- Experience with Exostar billing system a plus
- Advanced knowledge of MS Office applications and additional software knowledge
- Ability to manage a variety of tasks successfully
- Highly organized, detailed and results-driven mindset
- Must be able to handle confidential information discreetly