



Example of PR Account Executive Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is looking for a PR account executive. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for PR account executive

- The ideal candidate must have strong attention to detail, a bias for action, knowledge of the enterprise tech trends and industry, media pitching skills, experience with media monitoring, reporting and analysis and excellent communication skills
- Provides client service administration including preparing client status and activity reports, attending meetings and conference calls, compiling media and competitor coverage, coordinating press pitching, scheduling and logistics
- Researches, outlines, writes, edits and proofreads materials, including news recaps, media advisories, pitch letters/emails, biographies, reports and fact sheets
- Proofreads and edits documents such as social media posts, press releases, pitch letters, case studies, bylined articles
- Assist all aspects of reactive and proactive media relations projects from beginning planning stages to pitch development and placement securing with accurate message-pull through, with full command of AP style
- Demonstrate behaviors consistent with the company's values (Quality, Integrity, Respect, Entrepreneurial - Spirit, Mutual Benefits) and our Code of Ethics and Business Conduct
- Research, outline, write, edit and proofread materials, including press materials, scripts, newsletter articles and awards
- Participate in the new business process, including research, audits, preparation of proposals and support for new business pitches
- Assisting Account Manager with day-to-day operations

Qualifications for PR account executive

- Previous internship experience in the communications field and a bachelor's degree in a relevant field from an accredited college or university is preferred
- Previous agency experience is highly preferred, and a bachelor's degree from an accredited college or university is required
- Two to four years of experience in a public relations agency with a focus on reputation, issues and crisis management
- Written development of PR materials (press releases, briefing documents, tip sheets)
- Manage executive visibility conference and submission database
- Foster creative solutions, develop and pitch for a constant news engine