

## **Account Executive**

- A point person for account work -- conducts proactive and strategic media relations for clients with direction from supervisor
- Draft press releases and pitches and other written materials that need no more than one rounds of edits
- Draft agendas and notes that need almost no editing with no items missed
- Effectively and frequently pitches by phone as well as email, secures a significant quality and quantity of placements
- Update media lists and proactively look for new reporters and publications to add
- Proactively work buddy list
- Ability to send e-blasts quickly and efficiently
- Manage publication organization (library)
- Helps junior staff with questions and edits
- Be a major contributor to account interaction
- Contribute to meetings in an active and meaningful way, ensure meeting materials are prepared, available and organized
- Regularly clip, file and send digital and print press placements
- Monitor media for clients
- Organized and on top of to-do list, meets deadlines
- Help run our social media, strong understanding of all social media channels
- Proactively come up with ideas and suggest next steps for clients
- Come up with PR and social media ideas for Relevance International (treating us like a client)
- Knows AP Style
- Strong research skills
- Has a working knowledge of the real estate industry
- Reads industry and consumer publications we pitch
- Reports to Manager or Director
- Positive, can-do attitude
- Team player
- Solution-oriented
- Ambassador of Relevance International
- 3+ years relevant experience