
Senior Account Executive

Technology PR and digital marketing agency with big brand national clients is seeking a dynamic, highly skilled and results-oriented Senior Account Executive. Our clients span enterprise technology and financial services. We have been a 100% work-from-home agency for more than five years with a highly collaborative, flat hierarchy, and no-bullshit culture.

As part of our team, you will work on integrated communications programs that include corporate positioning and reputation management, media relations, executive communications, thought leadership, writing and content marketing, measurement, b2b social, and paid media.

You will have day-to-day contact with clients with primary responsibilities for delivering program results. You will work in conjunction with senior and junior members of the agency to build programs, report to clients and help them achieve success.

You must have strong media/influencer relationships with relevant business/top-tier and vertical/industry media, and a proven track record of conceptualizing and managing successful media campaigns. You are a team leader on the account, supported by the senior management team, and junior staff. You should thrive working from professional home office space while working closely with fellow remote team members.

You should be:

- Passionate and aggressive about staying up-to-date on technology innovations, and capable of applying passion in service to client and agency initiatives
- Highly collaborative with team members, and provide guidance to and be a mentor for junior staff as appropriate
- Knowledgeable about tech/fintech media and influencers relevant to our client's products, services, thought leadership, or activities
- Able to identify and place thoughtful, meaningful coverage for clients in targeted high-level media, and with targeted influencers
- Ready to manage multiple projects across different clients independently and simultaneously
- Smart, communicative and able to drive success for each clients' unique needs.
- A problem solver with good judgment and critical thinking

Experience and Skills Requirements:

- Bachelors in Journalism, Communications, Marketing, or Public Relations
- 4-6 years of comparable agency experience
- Proven media skills with relevant media categories
- Excellent writer
- Creative, strategic thinker
- Strong initiative, leadership skills and work ethic
- Attention to detail
- Ability to multitask and work in a very fast-paced, deadline-driven environment with a strong attention to detail

Benefits:

- Competitive salary
- Virtual team environment working from your own professional home workspace
- Home office stipend
- Unlimited PTO
- 401K Match
- Full medical and dental benefits
- FSA

Job Type: Full-time