

Account Executive – Public Relations

ProActive Communications, a public relations/public affairs firm in the Washington Metro area, is seeking a qualified candidate to serve as Account Executive, Public Relations.

Candidate Description

The candidate will be a team player who is eager to learn and willing to support all aspects of a public relations account. Ideal candidates will bring:

- Acute attention to detail
- Desire for career growth (and to help move our business forward in the process)
- Humility and a sense of humor
- Confidence and ability to succeed in a fast-paced, deadline-driven environment
- Willingness to do what it takes to provide a return on the investment of our clients
- 3-4 years of client-facing public relations experience, preferably for a PR firm

Position Description

- **Account Management** – Liaise with client contacts; support the development of and update/maintain account management documents and communications plans; handle account administration and reporting.
- **Writing** – Generate compelling and well-written original content for talking points, issue briefs, fact sheets, press releases, websites, blogs, and social media; draft memos, client reports, and scripts for video and audio productions, among other resources.
- **Media Relations** – Maintain media contact databases, develop and initiate media pitches, handle press calls, and compile and develop earned media reports.
- **New and Social Media** – Manage and develop original content for blogs and social media for clients; demonstrate results and develop measurement reports of social media and blog initiatives. Regularly propose and implement new blog and social media outreach initiatives reflecting client goals, demonstrate interest in new and evolving social media applications.
- **Other Areas of Account Support** – Event planning; website management
- **Desired Proficiencies** – Cision, WordPress, HootSuite, Google AdWords and Analytics, Twitter, Facebook, YouTube, and other social media.
- **Added Plus** – Experience in news organizations, political campaigns, non-profit organizations; issues background in agriculture, energy, technology.

Compensation will be determined based on qualifications and experience; excellent benefits. Please submit a cover letter, resume, two writing samples, and salary requirements to bennett@proactivecommunications.com.

No calls please.