

## Job Description for Assistant Account Executive

Agency of the Year. Best of Show Award. Most Admired CEO. Inc. 5000 Fastest Growing Company. Multiple international and national awards. We love a good party and a casual Friday. What else do you need to know? The best agency in Oklahoma is looking for the best talent. If that is you, let's connect.

Jones PR is looking for a professional who is ready to use their skills to support and grow a wide array of clients. The Assistant Account Executive is expected to learn and understand the business of consumer marketing and continually refine their expertise in the changing dynamics of our clients' industries.

### Administrative Responsibilities:

- Reports to Account Executive, but may be assigned tasks by other members of JPR leadership team.
- Assist in the day-to-day management of accounts, responding to client needs and requests.
- Provide administrative and client service support to Account Executives.
- Must be detail-focused to execute multiple projects on multiple deadlines for multiple clients.
- Able to adapt to in-house project management system and input all client projects to ensure projects are well managed.
- Harness the power of databases to build media lists, monitor media and conduct research.
- Strong organizational skills.
- Take initiative for completion of client projects. Be proactive in understanding clients' industries.
- Track and record time accurately and on a day-to-day basis
- Available to work non-business hours to accommodate client projects, as needed.
- Work well with and demonstrate respect for colleagues at all levels and consistently contribute to positive work environment.

### Communications Responsibilities:

- Strong knowledge of AP Style.
- Draft client recaps, wrap-up and measurement reports with minimal edits by account lead so that the report is ready to be sent to client.
- Writing and proofreading media and promotional materials to ensure highest professional quality.
- Assist with media, industry and client research projects.
- Draft news releases, social media, website content, advertising and marketing collateral, as well as radio and TV scripts for videos and PSAs.
- Conduct ongoing media monitoring/tracking.
- Pitch stories to print editors and reporters, TV and radio producers and reporters, editorial calendar editing, bloggers and other online news journalists.
- Read multiple news sources, on a daily basis for each assigned client and include coverage of client news and competitor developments into media reports with content analysis.

- Take notes at client, internal strategy and planning meetings that account lead can turn into outline for communications plan.
- Contribute to campaign planning, account management and creative conception by researching budgets, attending brainstorm sessions, and facilitating project changes.
- Know and follow AP Style guides.
- Assist in developing workflow and updating client plans for each client to ensure campaigns stay on budget and deadline.
- Consistently meet project deadlines as set by team lead.

### **Qualifications:**

Ideal applicants will have the following:

- A minimum of 2 years full-time experience in public relations or marketing communications.
- Skilled user of Office suite, easy adaption to digital softwares.
- Strong passion and strategic understanding of social media technologies, uses, and best practices (e.g. – blogs, forums, consumer review sites, Twitter, Facebook Google+, LinkedIn, YouTube, Pinterest, Instagram, Etc.).
- **\*\*IF you have marketing/communications experience within either the real estate or restaurant industries, please highlight in your resumé and samples.**
- A highly motivated self-starter who takes direction well but can also work independently.
- Thrives on variety and can shift directions seamlessly.
- Professional Dress and Demeanor

In addition to salary compensation, Jones PR provides employee benefits including a 401k and health insurance benefits. To apply, email [info@jones.pr](mailto:info@jones.pr) with resumé, 1-2 writing samples, samples of social media experience, references and salary requirements.