

Job Title: Account Executive

Do you love developing detailed communications plans? Implementing with passion? Action that delivers results?

The Account Executive develops and implements comprehensive, strategic marketing plans for state and national corporations, associations and government agencies. The incumbent must have at least five years of experience in earned media, digital marketing, writing for various media platforms, advertising placement, and excellent client relationship skills. Expertise in an industry is desirable.

Responsibilities:

- Develop communications plans that include earned media, social media and digital marketing, advertising, community engagement and crisis communications.
- Develop editorial calendars, social media content and story ideas; write copy for news releases, websites, ads, collateral materials; radio, TV and video scripts; and negotiate and place ads.
- Pitch stories to print editors and reporters, TV, radio and podcast producers and reporters, editorial calendar editors, bloggers and other online news journalists.
- Develop digital marketing campaign plans, write content, analyze digital results and translate into client reports.
- Plan and implement in-person and virtual events of various scale, such as news conferences and industry events.
- Handle client's account management: delegation of assignments, manage budgets, lead client meetings and presentations, manage client communication, meet project deadlines and develop weekly and monthly reports.
- Participate in new business proposals and presentations.

Qualifications:

- Bachelor's Degree in Journalism, Public Relations or Communications.
- A minimum of five years full-time communications or marketing experience, specifically media relations, digital marketing, advertising and government contracts.
- Excellent and proven writing abilities with solid proofreading skills.
- Knowledgeable of AP Style Guide.
- Highly organized and detailed oriented.
- Adept at project management and CRM systems.
- Experience in managing project budgets.
- Experience working on federal, state and local government contract proposals and accounts is a plus.

Jones PR offers a competitive compensation package. To apply, please send your resume, two writing samples, three references and salary history to info@jones.pr.

About Jones PR:

Jones PR was named by the PRSA Oklahoma City Chapter as the "PR Agency of the Year" and has won international and national awards for creative and results-driven campaigns. The agency made the *Inc. 5000 Fastest Growing Private Companies* list for five consecutive years. Visit jones.pr.