

JOB DESCRIPTION

TITLE: Account Executive

Position Overview

As an Account Executive you will be an integral part of the account team, taking a lead role on a number of integrated communications programs. Account Executives possess an in-depth knowledge of the clients' business objectives, strategy and executives; converting this knowledge into meaningful conversation with the media and client constituencies, developing opportunities for thought leadership and engagement. You will build relationships and maintain regular contact with the media; connecting members of the media with appropriate clients. You will work with your account team to come up with effective solutions for clients through earned, owned and paid opportunities. The Account Executive is also responsible for delivering the client deliverable documents (such as client and competitor coverage, data and analytics reports and media analysis) to the account team, ensuring quality and completion to Vested's standards.

Overall Responsibilities

1. Demonstrate mastery of Associate responsibilities; providing direction on media, marketing and client activities to ensure completion on-time and to the Vested standard.
2. Learning the fundamentals of account management, including but not limited to delegation of tasks to Associates, Graduates and Interns; delivering client materials such as briefing sheets and call agendas and working with the account team to identify any issues related to the clients' perception in the media.
3. Keeping abreast of financial industry related topics to ensure other account team members are informed, and forwarding relevant information to your clients.
4. Raising the standard and quality of deliverables presented both internally and externally.
5. Becoming highly familiar with your client's business, their competitors and the market/industry issues in general.

Media & Marketing Specific Responsibilities

- Delivering to the account team client PR calendars, capturing relevant editorial calendars, awards, events and associated communications activities.
- Providing clients media coverage; offering analysis and actions based on the quality of the news.
- Delivering client social media content recommendations to amplify client coverage and brand image.
- Working with Associates to produce client briefing material to prepare for media interviews and meetings.
- Tracking relevant editorial features and calling journalists to pitch in clients.
- Following up on distributed press releases, and pitching clients off the news.
- Developing and maintaining positive working relationships with journalists.
- Delivering proactive media pitches and news jacking opportunities; securing media interviews and coverage.
- Drafting social media copy for Twitter, LinkedIn, Facebook and other client social channels.
- Executing client marketing programs such as lead generation, webinars, content, paid media, website analytics reports and CRM systems.
- Obtaining press lists for key conferences.

Account Specific Responsibilities

- Leveraging earned, owned and paid channels to effectively maximize exposure and impact for clients.
- Record own time spent on account in line with the rest of the team.
- Monitoring and reporting on client's competitor activity.
- Client interaction including, reporting on media trends in account meetings, and addressing the client as a consultant in email communication on basics topics like coverage, and interview opportunities.
- Selling in new ideas/stories to your account team and ultimately your clients.
- Keeping track of client deliverables, and ensuring that the team meets deadlines.
- Flagging and drafting initial applications for industry awards where relevant for clients.

Business Development and Sales Responsibilities

- Support for all Vested New York business development events – focusing on introducing journalists to clients, and making new journalist contacts.
- Networking at key industry events.
- Proofing documents for prospective clients.
- Attending pitch meetings when required.

Personal Specification

The ideal candidate will be a highly motivated, energetic, and creative thinker with strong organizational and writing skills, and someone who is looking to enhance their skill set and join a company that rewards talent and initiative. We are looking for an ambitious, self-starter for this position. The role will suit someone with at least one year of applicable communications experience, journalist contacts, demonstrable communication and writing skills and a thorough, professional and 'can do' approach. Within a dynamic, niche agency, this position provides an excellent opportunity for ambitious young professionals who want to move up the ladder quickly by proving they are up for challenges and hard work.