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## **Warner Communications**

### **Account Manager**

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#### **Job Description**

We're a fast-growing, virtual, integrated communications agency with an immediate opening for an Account Manager with experience in PR/marketing communications to work on integrated programs encompassing corporate positioning and reputation, media relations across business, trade and vertical sectors, executive communications, thought leadership, writing, and content marketing. Our expertise and clients span the gamut from B2B, to advanced manufacturing, supply chain and logistics, professional services, nonprofit, and consumer engagement for B2C brands, and more.

#### **Summary:**

The Account Manager is the day-to-day senior account contact for the Agency's clients and the team. Primary responsibilities are to understand the scope and context of the integrated marketing and PR programs the Agency is executing against for each client; to develop the related strategic plan; to implement the program working with senior and junior members of the staff; drive monthly reporting for all campaigns; and, drive activities to successful completion.

The Account Manager also:

- Brings extensive experience leading strategy and execution across media relations, content development, crisis communications, social media and content marketing.
- Has strong media/influencer relationships with relevant business/top-tier and vertical/industry media, and a proven track record of conceptualizing and managing successful media and social media campaigns.
- Will be able to identify, assess and articulate opportunities each integrated marketing channel brings to the client challenge and will work with his/her team to execute against the program's deliverables.
- Is a talented writer who shines at creating compelling content, from thought leadership articles to pitches, Q&As, press releases, fact sheets, bios, briefing books, speaking abstracts and award submissions.
- Will be the senior leader on the account, supported by the senior management team.
- Able to design content marketing, social media and digital marketing initiatives, and can successfully manage program execution and day-to-day implementation.

- Will be comfortable and thrive working from their professional home office space while working closely with fellow remote team members.

**Responsibilities/Duties:**

- Be passionate and aggressive in staying updated on new technology innovations, and capable of applying this in service to client and agency initiatives
- Develop and implement, with minimal senior supervision, the monthly account planning and activities
- Be highly collaborative with team members (and provide guidance to and be a mentor for junior staff as appropriate)
- Establish strong relationships with, and have knowledge of, relevant media and influencers to generate awareness of client's products, services, thought leadership, or activities
- Identify and place thoughtful, meaningful coverage for clients in targeted high-level media, and with targeted influencers
- Manage 4-6 accounts on a regular, monthly basis
- Be capable of managing multiple projects across different clients independently and simultaneously
- Possess extremely strong writing and editing skills. Ability to write attention-grabbing media materials, client correspondence, reporting documents, POV strategy documents, agency and client blog posts, and other integrated marketing materials
- Ability to contribute to or develop public relations strategies, social media and marketing plans, and implement them with confidence
- Drive smart, tactical execution of client programs
- Establish successful, productive relationships with client contacts
- In-depth understanding of social media tools and ability to implement social media programs
- Understand what success means to each client, then deliver on those results
- Supervise vendors as appropriate, in the areas of design, digital media, and market research, among others
- Manage billing process and play key role in budget development/management
- Add creative insight and problem-solving to all of the above on a consistent basis
- Show outstanding judgment and ability to solve problems, delegate work appropriately across account teams
- Be eager to assume more responsibility and looking for the right team to grow in a compelling way

- Participate in new business activity, playing a role in undertaking research, developing media playbooks and creative ideas, and participating in new business meetings and presentations

**Requirements:**

- BA/BS in Communications/Marketing/Public Relations/Integrated Marketing
- 7-10 years of comparable agency experience
- Proven media skills with relevant media categories
- Excellent writer
- Creative, strategic thinker
- Fluency with communications and productivity tools including or similar to Slack, Asana, Google Docs
- Strategic and tactical social media skills
- Strong initiative, leadership skills and work ethic
- Attention to detail
- Ability to work remotely while managing and multitasking in a highly-collaborative, virtual team environment

**Benefits:**

- Virtual team environment working from your own professional home work space
- Home office stipend
- Competitive salary
- Generous PTO
- 401K Match
- Full medical and dental benefits
- FSA
- Short term disability insurance

Job Type: Full-time