

PARADISE

Job Details	
Title	Account Executive, Public Relations and Influential Communications
Reports To	Tara Tufo, AVP, Public Relations and Influential Communications
Direct Report(s)	TBD
Department	Public Relations & Influential Communications
Position Overview	
Summary	<p>Paradise Advertising & Marketing, a full-service marketing firm headquartered in St. Petersburg, is seeking an Account Executive, Public Relations and Influential Communications.</p> <p>This position is directly supervised by the Director, Public Relations and Influential Communications and ultimately by the VP, Public Relations and Influential Communications and works closely with all the agency's departments and VP, Enterprise Communications.</p>
Character Traits	<p>Extremely organized, proactive, self-starter with an upbeat, positive, "can do" attitude, flexible to change, ability to adapt and adjust to a variety of situations, a problem solver, accountable, team player, creative, troubleshooter and resourceful. Must possess great communications and presenting skills, a strong work ethic and take pride in the quality of your work. Must possess the ability to manage a coordinator and intern as well as execute a successful daily workflow.</p>
Responsibilities	
<ul style="list-style-type: none"> ● Help coordinate and manage assigned accounts on a daily basis ● Help develop media strategy and account development ● Champion the agency values and brand ● Develop new press relationships and manage contacts with key commentators, industry spokespeople and sector influencers ● Help coordinate budgets on all relevant accounts ● Monitor media coverage and provide results via detailed monthly reporting ● Track and measure public relations plans and placements using our subscription platforms ● Liaise with account service and social media teams on shared accounts ● Assist with brainstorming and proposal creation for new business ● Help enter new client jobs into the system (Workamajig) ● Help provide daily direction on assigned accounts ● Proactive strategic development as well as execution ● Track and measure public relations plans and placements using our subscription platforms. Work with coordinator to download metrics into monthly summary. ● Help develop, coordinate and implement a complete public relations program, including plans, story creation, materials development, media targeting (developing lists), media pitching (individual outreach), event coordination, vendor management, community relations, monthly reporting, internal job creation (Workamajig) ● Help develop and manage client presentations ● Help create content for client and industry conferences and events ● Liaise with account service and social media teams on full-service accounts ● Oversee annual spring and fall interns ● Provide open channel of communications with leadership team, account director and coordinator ● Oversee client calls - creation of agenda as well as post-call deliverables 	