Boutique Marketing and PR Agency Hiring Account Manager

The Company

A boutique marketing and public relations agency specializing in working with professional services businesses – law, finance and real estate. This is a full-time position working remotely.

The Opportunity

The agency is seeking an experienced Account Manager to execute and oversee marketing and PR campaigns for multiple clients in the law, real estate and finance spaces. The Account Manager must be able to thrive in a fast-paced environment, have stellar interpersonal, communication and writing skills, be extremely organized with an unparalleled attention to detail, and a creative thinker. We are looking for a can-do attitude that is seeking a long-term home at an agency. This is an excellent opportunity for career progression within the firm.

This position provides an environment that is:

- Collaborative and creative
- Intellectually stimulating and challenging
- Fast-paced
- Flexible
- Stepping stone and platform for career advancement

Day-To-Day Work Life at Our Agency

Working with Account Directors and Agency Leaders, you play an instrumental role in creating and facilitating marketing and public relations programs for clients. Below are essential functions of the job.

- Drafting content, including: media pitches, press releases, website and social media copy, newsletter copy, blogs, etc.
- Developing tailored media lists, and tenaciously following up with media for opportunities and placements in print, online and broadcast outlets.
- Strategizing and brainstorming the client's strategy, story ideas, strategic marketing efforts, etc.
- Supervisory capabilities, including overseeing assistants, mentoring/professional development, ensuring quality work, maximizing productivity, etc.
- Developing lasting relationships with clients to provide long-term client retention.
- Operating as an industry expert, maintaining strong industry and competitive knowledge.

Skill Requirements:

- Proficiency in:
  - Microsoft Office (Word, Excel, PowerPoint, Outlook)
  - Media databases (Cision, Meltwater, Muck Rack)
  - Various social media outlets (LinkedIn, Facebook, X, Instagram, etc.)
- Preferred experience:
  - Design skills using platforms such as Canva

    - Microsoft Teams
    - Monday.com project management
- Well-rounded written, verbal and interpersonal skill set
- Proactive, i.e., doesn't need to be prompted or reminded
- Tenacious follow-up skills
- Ability to work both independently and collaboratively
- Ability to utilize multi-platform research; deep mining, e.g. competition, trades, influencers, trends
- Positive and energetic attitude
- Making sound decisions with confidence and discretion when faced with multi-faceted issues

Requirements/Qualifications

- Bachelor's degree in marketing, communications or related field
- Minimum 4 years of public relations experience, preferably in an agency environment

Compensation and Benefits

- We provide paid vacation, paid sick days, health insurance and 401(k)
- Regular cultural comradery and team building outings
- Salary commensurate with experience