



[Maven Communications](#) is currently seeking an account executive to join our growing team. Maven provides high impact public relations and integrated communications services to our client roster of B-to-B and B-to-C companies across a variety of industries including real estate, healthcare, nonprofit, and professional services. The ideal candidate for this position is a self-starter, team player, and a strategic thinker. Maven is currently operating remotely due to the COVID-19 pandemic. However, when it is safe for the Philadelphia business community to return to in-person work, Maven will reopen our office at 123 South Broad Street in Center City Philadelphia.

**Job Title:** Account Executive

**Reports To:** Account Supervisor / Practice Area Leader

**Summary:** The account executive (AE) supports the day-to-day account contact for the client and the team, and in some instances will act as the day-to-day for the client contact. His/her primary responsibilities are to understand the scope and context of the integrated marketing and PR program; to implement the program; drive monthly reporting for all campaigns; and drive activities to successful completion. The AE also holds strong media relationships and has a proven track record of successful media campaigns. In addition, the AE has a strong understanding of how successful social media campaigns support PR efforts and has proven experience in executing business to business social media programs. The AE clearly understands and articulates what opportunities each channel brings to the client and works with his/her team to execute against the program's deliverables. A successful AE will be comfortable working independently and in collaboration with a team.

**Essential Responsibilities/Duties:**

- Assist senior account leads in developing and implementing monthly account planning, activities, and administrative processes
- Identify and place the clients in targeted high-level media and online opportunities
- Ability to manage specific projects independently
- Demonstrates excellent judgment and ability to solve problems
- Possess strong writing and editing skills
- Ability to write attention-grabbing media materials, client correspondence, reporting documents, points-of-view strategy documents, agency and client blog posts and other integrated marketing materials
- Ability to contribute to and develop strategic public relations, social media, and marketing plans, and implement them with confidence
- Drive smart, tactical execution of client programs

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- Establish strong relationships with knowledge of relevant media and blogs to generate awareness of client's products, services, thought leadership, or activities
- Establish successful, productive relationships with select client contacts
- In-depth understanding of social media tools and ability to implement social media programs
- Understand what success means to each client and how to deliver those results
- Ability to manage 4-5 accounts simultaneously
- Add creative insight and problem-solving to all the above on a consistent basis

## **Requirements:**

- BA/BS
- Experience in public relations for real estate, healthcare, or professional services sectors is a plus
- Excellent media skills with relevant media categories
- Strong strategic and tactical social media skills
- Excellent writer
- Creative, strategic thinker
- Strong initiative, leadership skills and work ethic
- Strong attention to detail
- Ability to work independently and multi-task in a team-oriented environment

Maven provides a great working environment where people work hard and have fun! In addition to the work that we do for our clients, giving back to the community is a big part of the Maven culture. Through our Maven Gives Back volunteer program, all employees are permitted to use as many work hours as they'd like to volunteer for a cause that is important to them. In 2019, Maven was named a Corporate Philanthropy Award Winner by *The Philadelphia Inquirer*.

## **Benefits included with this position include:**

- Competitive salary and benefits commensurate with experience
- 401K
- Summer Friday schedule
- Day off on your birthday
- At home office set up / laptop provided