



**title.**

## **account executive**

**reports to.**

**sr. account executive**

**01.**

**summary.**

As an Account Executive (AE), you will serve as the media's point of contact and often acts as community manager for clients' social media channels. You work closely with your supervisor to manage small-scale programs, provide excellent client service, and provide direction to AAEs and ACs. An AE should begin to develop a deeper understanding of client industries, competitors, and consumer trends and be proactive in sharing ideas and/or solutions with the larger team. Contributions to the agency an agency culture are strongly encouraged.

2-4 years of agency/related experience required.

**02.**

**agency philosophy.**

Our agency philosophy is rooted in how we work. We do what other agencies do, but it's how we do it that makes us the best partner.

- **Think in solutions, not problems.**  
Roll up your sleeves and do whatever it takes to achieve the common goal.
- **Sweat the small stuff.**  
Dig into the details. Understand the client's business or challenge as well as they do so you can be a trusted partner.
- **Remember relationships matter.**  
Relationships are a tool that can lead to growth – for you and for the agency. Actively listen and put effort into your relationships to build trust, find mutual ground, and create better connections.
- **Challenge creativity and data to coexist.**  
We live in a data-driven world, but that doesn't mean we sacrifice creativity. The marriage of creativity and data drives consumer behavior and fuels smart solutions and results for our client partners.
- **Have fun.**  
Communications is about connecting – we spend our days telling stories, being creative and occasionally racing towards impossible deadlines. All the while, we share smiles and let music and laughs flow. Together.

**03.**

**qualifications.**

- Bachelor's degree in public relations, journalism, communications or related field
- Strong written, verbal communication, and presentation skills
- Superior time management and organizational skills



**qualifications. (continued)**

- Ability to work in a fast-paced, dynamic environment, balance multiple accounts, and meet deadlines
- Strong media relations experience, the ability to manage media strategies, and strong pitching skills
- Understanding of the earned and social media landscapes including the latest tools
- Knowledge of or expertise in PR industry trends and new technologies

04.

**general responsibilities.**

- **Strategy & Planning**
  - Monitors media to understand client industries, competitors, media outlets, reporters, editors, and influencers
  - Leverages research tools and market research to provide analysis and insights in support of account team, planning process, and via POVs to client
  - Develops and supports the execution of communications plans including goals, objectives, strategies, and tactics
  - Works with other departments (Digital/Interactive, Creative, Strategy, Media) on projects as appropriate
- **Account Management**
  - Supervises and directs team of AAEs and ACs
  - Assists or directs team on monitoring, status reports, and ongoing client reporting
- **Client Relations**
  - Provides superior client service
  - Responds to client emails in a timely manner
  - Works with supervisor to cultivate relationships
- **Media Relations, Social Media & Events**
  - Cultivates and maintains strong relationships with media including national media, trade media, freelancers, bloggers etc. to secure top placements
  - Shares proactive, creative recommendations with supervisor and client including new social media engagement strategies, pitch angles, content ideas, target partnerships and events
  - Works with team to plan and coordinate events, managing vendors and overall logistics
  - Plans and executes social media initiatives, driving strategic content and results reporting
  - Develops high-quality written materials (e.g., press releases, media advisories, pitches, op-eds, scripts, blog posts/website copy, etc.)
- **New Business**
  - Leverages research tools and market research to assist in new business pitches, RFP responses, and presentations
  - Works with other departments (Digital/Interactive, Creative, Account Management, Media Buying, Strategy) on projects as appropriate

05.

**why tierney.**

- **Professional Development** (annual performance reviews, training and development opportunities, mentoring, leadership coaching, etc.).
- **A strong, vibrant, and growing commitment to Diversity, Equity, and Inclusion** across all aspects of the agency, our people, our culture, our commitment to vendors and clients, and to our community. Read more about our commitment in our [Pledge](#) and [Actions for Change](#).
- **Competitive, equitable salaries** reviewed annually to ensure equity in market.
- **Competitive, company and employee sponsored benefits**, including: Medical, Dental, Vision, 401k (company matched 50% of first 6%), PTO (vacation/sick time) allowance, generous leave policy, 10-11 paid company holidays, Family Building Benefits (adoption, surrogacy benefit), tuition reimbursement and much more.